CREATING PERSONAL SOCIAL MEDIA GUIDELINES AS A TOOL FOR PRIVACY LITERACY INSTRUCTION
CHRISTINA L. WISSINGER, MS, MLIS
PENN STATE UNIVERSITY
What is a library’s ethical obligation regarding patron education around social media?

As an institution, a library possesses **the same ethical obligation regarding patron education and social media as it does toward information presented in any format.** As part of the American Library Association’s mission, priorities, and goals, “ALA promotes the creation, maintenance, and enhancement of a learning society, encouraging its members to… ensure that school, public, academic, and special libraries in every community cooperate to provide **lifelong learning** services to all.”

The *Information Literacy Competency Standards* produced by the Association of College & Research Libraries (ACRL) maintain that “information literacy forms the basis for *lifelong learning*.”

According to the ACRL’s *Objectives for Information Literacy Instruction*, “information literacy encompasses more than good information-seeking behavior…. It includes evaluating and then using information appropriately and ethically once it is *retrieved from any media*.”
Privacy literacy is “one’s level of understanding and awareness of how information is tracked and used in online environments and how that information can retain or lose its private nature” (Givens, 2015, p. 53).

Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skill (The American Library Association Digital Literacy Taskforce).

Media literacy is the ability to access, analyze, evaluate, and act using all forms of communication (National Association for Media Literacy Education).
- **Understanding** the characteristics of the different facets of information
- **Recognizing** online social interaction as a venue for potential threats to privacy
- **Realizing** the possible outcome of information disclosed in online social interaction
- **Evaluating** possible threats to privacy in a given social interaction
- **Deciding** how and where to divulge information within the online social interaction
According to the Mackey and Jacobson (2014):

Metaliteracy promotes critical thinking and collaboration in a digital age, providing a comprehensive framework to effectively participate in social media and online communities. It is a unified construct that supports the acquisition, production, and sharing of knowledge in collaborative online communities. Metaliteracy challenges traditional skills-based approaches to information literacy by recognizing related literacy types and incorporating emerging technologies.
- Digital Citizen
  - Social Identity
    - Online Personas
    - Personal Privacy
Social Identity

The learning objectives for this content badge are:

- Articulate implications of using social media to form public identity
- Articulate implications of how others use social media to form a public identity for us
- Articulate implications of using social media to form public identity for others

Includes Online Personas Badge and Personal Privacy Badge
REAL LIFE CONSEQUENCES


- Instagram Hashtags:
  - Man Vs 6 Train… The After.
  - #lifesaving
  - #EMS
  - #NCY
  - #ER
  - #Nurses
  - #Doctors
  - #mymed
  - #trauma
  - #realLife
THE OFFENSE
TYPES OF SOCIAL MEDIA GUIDELINES

- Type 1: Guidelines for employees who maintain and update social media accounts that represent the company as part of their job.
- Type 2: Guidelines for employees to help them evaluate what they post on their personal social media accounts and inform them of company policies related to personal social media accounts.
- Type 3: Guidelines that apply to personal social media accounts and company social media accounts.
SOCIAL MEDIA GUIDELINES FROM HEALTH CARE ORGANIZATIONS

- American Medical Association Opinion 9.124 - Professionalism in the Use of Social Media

- International Federation of Red Cross and Red Crescent Societies: Social Media Guidelines

- National Council of State Boards of Nursing Social Media Guidelines for Nurses
  - [https://www.ncsbn.org/347.htm](https://www.ncsbn.org/347.htm)
SOCIAL MEDIA GUIDELINES FROM HEALTH CARE INSTITUTIONS

- Harvard Medical School Social Media Guidelines
  - http://hwpi.harvard.edu/files/provost/files/social_media_guidelines_vers_2_0_eff_081814.pdf

- Mayo Clinic: Employees Policy on Social Networking
  - http://sharing.mayoclinic.org/guidelines/for-mayo-clinic-employees/

- Northwestern University School of Medicine Social Media Policies and Guidelines
  - http://www.feinberg.northwestern.edu/communications/brand/social-media/

- Vanderbilt University Medical Center Social Media Policy
BLENDING THEORY AND PRAXIS

Theory
- Understand
- Recognize
- Realize
- Evaluate
- Decide

Praxis
- Confidentiality
- Access and Security
- Personal Responsibility and Liability
- Using Employer’s Name Use a Disclaimer
- Maintain Boundaries
- Personal and Private are Not the Same
- Think of CNN, Your Mother and Your Boss
- Add Value
- Do No Harm & Admit Mistakes
- HIPAA
**BEST PRACTICES & SCENARIOS**

- **Mount Sinai Health System Social Media Guideline**
OTHER AREAS AFFECTED BY PRIVACY LITERACY

- E-Professionalism
- Online Reputation Management
- Personal Branding
INVASION OF THE DATA SNATCHER (ACLU)
Use the information presented in this session to create your own personal social media guideline.

Things to consider:

- What type of information are you comfortable sharing?
- Who are you comfortable sharing information with?
- What are the possible consequences of sharing information? Remember Do No Harm
- How confident are you in the privacy protection offered by the sites you use?
- What can you do to increase your privacy online?


