

# Professional awareness with social media use in Midwifery

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# Overview

- Social now means professional too
- Who am I online?
- Guidelines for professional online behaviour
  - Privacy
  - Images
  - Points of view
  - Cyberbullying
  - Geotagging & personal safety
- Safety with different forms of social media
  - Facebook
  - Linked in
  - Twitter
  - Flickr
  - YouTube

*“Social media consists of the internet or web-based technologies that allow people to connect, communicate and interact in real time to share and exchange information.” ([Rowe, 2011](#)).*

What types of social media do you use?



# What do you use it for?

Friends, family, photos, chat, video



Social media is now not just **social** but  
it is used in a **professional context**

- This may impact on you when
  - Applying for a graduate programme
  - You start looking for a job
  - You want a promotion
  - You want to keep all of the above

# What are the benefits of social media use and social networking?

There are many professional uses of social media, including:



1 access to support networks for professionals and service users



2 nursing and midwifery professional discussion forums



5 mobile and online learning



6 access to research



9 continuing professional development (CPD)



10 access to low-cost, 'webinars' online

# Who am I?

- Separate your professional and private life in social media
  - A private persona where you share your life with friends and family
  - A professional persona where you comment, blog tweet with colleagues and other professionals



# Guidelines for professional online behaviour

- Privacy - Keep your personal and professional life separate. Check your privacy settings and respect privacy of others.
- **Person-free; patient-free; patient confidentiality**
- Protect yourself
- Images - Protect your professionalism, your reputation and yourself.

# Privacy & medical data

- Issue of online privacy means the ability to control patient/client data in a manner that respects the dignity and autonomy of the user.
- Patient privacy breaches can cause much greater harm when occurring online than when face-to-face given the potential wide reach of social media and the permanency of digital information.
- **Never discuss patients in any social media** without prior consent or due notice to the environment you are posting in.
- Keep under review your privacy settings for each of your social media profiles.
  - But be aware that **this cannot guarantee confidentiality** whatever privacy settings are in place.

# The patient and you

- Never accept a request to “friend” a patient
- Having a so-called dual relationship with a patient — that is, a financial, social or professional relationship in addition to the therapeutic relationship — can lead to serious ethical issues and potentially impair professional judgment.

**You need professional boundaries  
to do your job well.**

# Patient Confidentiality

- Many midwives use professional social media sites that are not accessible to the public. Such sites can be useful places to find advice about current practice in specific circumstances
- Although individual pieces of information may not breach confidentiality on their own, **the sum of published information online could be enough to identify a patient or someone close to them.**
- You must not use publicly accessible social media to discuss individual patients or their care with those patients or anyone else

# Images

- If you post images of yourself and others on Flickr, Facebook, or Friendsfeed - they are “on the record” and are part of your digital imprint
- Consider what lasting image you want to have professionally
- With separate personal and professional accounts it is easier to manage this image

# What you post can detrimentally impact on your professional image



# Image safety

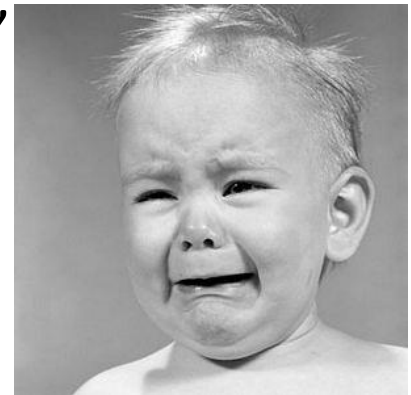
- If you are 'tagged' (a link to your name) in inappropriate photos, updates or messages that other people post online or if you're linked in any way to pages or groups that have unprofessional or illegal content

**you need to take action.**

Remove the links, ask to be 'un-tagged', request the photos be removed and report illegal or abusive content.

# Personal Points of View

- Consider the implications of what you're posting.
- Never post personal opinions on patients, colleagues or your place of work
- Avoid posting in haste or in anger.
- Don't respond to other posts in haste.
- Beware of expressing extreme points of view
  - deleting information is not sure-fire protection it is almost certainly still stored somewhere in cyberspace, and theoretically permanently accessible.





20 January 2014 Last updated at 15:41 GMT



## Mikaeel Kular: Two men arrested over racist online comments

**Two men have been arrested after racist comments about the disappearance of three-year-old Mikaeel Kular were posted on Twitter and Facebook.**

Police said the men, aged 19 and 26, had been arrested, questioned and released on bail.

The tweets were brought to the attention of Police Scotland by members of the public in Edinburgh.

Police Scotland officers liaised with Hampshire and Derbyshire forces to identify the suspects.

On Saturday, Police Scotland said they were investigating another offensive tweet relating to the case which had originated in the Manchester area.

Northamptonshire Police also said they were investigating an offensive Facebook post published over the weekend in relation to the boy's death.



The racist tweets related to the disappearance of Mikaeel Kular

### Related Stories

[Offensive Mikaeel tweet investigated](#)

## ... a sting in the tail

- When using social networking sites, think before making offensive comments or jokes, sharing information about unprofessional activities (e.g. involving alcohol or drugs), or joining or creating groups that might be considered derogatory or prejudiced.
- Although online groups or web-rings may seem innocuous, other people will not always treat the group with the same humour

# Cyberbullying

Lewis identifies the following bullying acts in UK nursing:	
undermining of work	continual criticism
disadvantaging the target	demeaning
verbal abuse	destroying confidence
isolating individuals	fabricating complaints
Setting up to fail	

**Cyberbullying** is the use of Information Technology to harm or harass other people in a deliberate, repeated, and hostile manner. All of the above traditional forms of bullying can occur in a virtual environment

# Cyberbullying

- Cyberbullying can be as simple as continuing to send e-mails or text messages harassing someone who has said they want no further contact with the sender.
- It may also include public actions such as repeated [threats](#), sexual remarks, pejorative labels (i.e., [hate speech](#)) or defamatory false accusations), ganging up on a victim by making the person the subject of ridicule in online forums, hacking into or vandalizing sites about a person, and posting false statements as fact aimed at discrediting or humiliating a targeted person

# Responses to cyberbullying

## **1. Talk about it**

- Tell someone if you're the target of cyberbullying. Whether it's your lecturer or tutor, even your best friend, never keep the fact that you're being bullied to yourself

## **2. Ignore them**

- If there is an isolated incident where you are being bullied, don't respond to the instigator. Cyberbullies who do not get a response from their target may just move on. They are looking for a response—don't give it to them!

## **3. Never retaliate**

- Be the bigger person and never retaliate against a cyberbully. Retaliation only further perpetuates the cycle of violence, and does nothing to solve the problem. Plus, if you retaliate you could get into trouble for what you are doing or saying to them!

## **4. Tell them to stop**

- For repeated bullying, if ignoring the bully doesn't work, tell them to stop. Let them know that what they are doing is hurtful and disrespectful. Be respectful in approaching them and never come off in an aggressive manner.

## **6. Save the evidence**

- Record all instances of cyberbullying. Print out Facebook messages and emails, save text messages, and capture screen shots when cyberbullying occurs. Then turn these documents over to your department

## **7. Block access to cyberbullies**

- Block cyberbullies from contacting you. If certain people simply cannot reach you, it will be more difficult for them to bully you.

## **8. Report it to the content provider**

- If you don't know who the cyberbully is, contact the content provider of the site where the cyberbullying is occurring and make a report. The most popular web sites (like Facebook, YouTube, and Google) make it pretty easy to report cyberbullying. Harassment is a violation of the terms of service of all reputable web sites.

## **9. Never pass along messages from cyberbullies.**


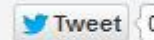



- Don't be part of the problem, be part of the solution

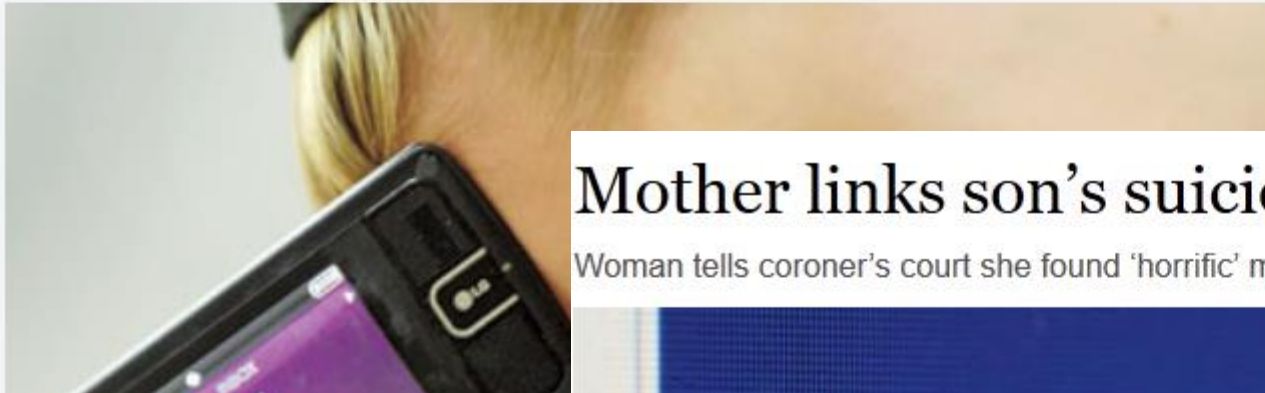
## **10. Call the police**

- If you feel your safety (or the safety of someone else) is in danger, call the police immediately

# One in four girls affected by cyberbullying according to new Trinity study

Kerry O'Shea | @kerryoshea | April 09, 2012 | 04:51 AM

 Like     



## Mother links son's suicide to cyberbullying

Woman tells coroner's court she found 'horrific' messages on phone



# Remember...

- the permanency of digital information.

**Everything** you do online is potentially searchable – make sure it is the image of yourself **you** want to present



# Geotagging & personal safety

- Geotagging is adding geo-location metadata to an image or social media post
- Programs using geotagging include Instagram and foursquare

Be warned:

- while you are letting friends and families know where you are with your posts, you are also at risk from burglars and cyberstalkers.

# Geotagging


- Your photos can tell everyone who's watching them
  - where you live
  - where you spend your time
  - when there is no-one home
  - where you park your car
  - and other information that you wouldn't want to tell

You open yourself up to cyberstalking and put your personal safety at risk

# Geotagging

## The Hidden Danger From Smart Phones That All Parents Need To See

November 18, 2013 | Filed under: Law & Order, Videos | Posted by: The Bear

 Like 1,362 people like this. Be the first of your friends.

Some folks already know about this, but not enough, so let's get the message out! If you take pictures of your kids, home, car, etc. using your smartphone and post them anywhere online,

then you can be found — often down to the room in the house that your child sleeps in. It's scary easy, but it can also be disabled in all phones your family has. Watch:



# Geotagged safety

- Don't publish photos directly from your phone (only use a camera without GPS module)
- If you plan to publish photos taken with your phone, convert them to PNG file format and publish them from your desktop computer
- Don't post on Twitter, Facebook, Instagram, or any other social media service from your cell phone. If you do, change the permissions of your cell phone to not report GPS coordinates to these applications.

# What does this mean?

- Think before you post – where is this stuff going?
- Do I really want to share it?
- Who do I want to share it with?
- Will this post have implications on my future?

## Teenage youth crime commissioner who quit over offensive tweets is questioned by Special Branch

- Paris Brown interviewed about string of offensive Twitter rants
- Her solicitors brand Kent Police's questioning as 'wholly disproportionate'

By ANNA EDWARDS

PUBLISHED: 11:08 GMT, 20 April 2013 | UPDATED: 15:07 GMT, 20 April 2013

[f](#) Share [t](#) Tweet [g+](#) +1 [s](#) Share

Paris Brown, the foul-mouthed youth crime commissioner who was forced to quit after her string of offensive Tweets, has been interviewed under caution about her comments.

The 17-year-old's mobile phone was seized and she was questioned by officers from Kent police's Special Branch.

Her lawyers described Kent Police's response as 'wholly disproportionate' and claimed it was 'inconceivable' that her comments would be sufficient grounds for prosecution.

Olswang Solicitors accused Kent Police overreacting and accused them of having no proper basis for interviewing the teenager under caution, or making her surrender her phone. The Times reported.



# The digital you and the future

- Recruiters are increasingly screening potential employees online.
- Employer surveys have found that between one-fifth and two-thirds of employers conduct internet searches, including of social networking sites, and that some have turned down applicants as a result of their searches

**Think before you post!**

# Real life examples

- an employer who turned down an applicant after discovering that he had used Facebook to criticise previous employers and disclosed company information
- a doctor who missed out on a job because the doctor's online activities revealed an interest in witchcraft
- and a female psychiatrist who failed to gain employment after a recruiting agency found explicit pictures on MySpace of her intoxicated

# How to play it safe...





# Facebook



- Set up multiple Facebook accounts
- Use an alias
- Divide up your friends or fan base
- Check your privacy settings in Facebook
- Edit settings to block posts to different users

# Facebook



- Think before adding a friend to a certain account
- Untag any or all photos of yourself that you don't want people to see – immediately!!
- Ensure your settings notify you of tags associated with you



# Examples in the news

## Facebook can ruin your life. And so can MySpace, Bebo...

**People will post just about anything on social networking sites. And the information can be used against them. David Randall and Victoria Richards report**

Sunday, 10 February 2008

In the judicial backwater of a New Jersey federal court, a case is being heard that nominally affects two families but should also make millions of Britons think twice about something they do every day: put highly personal information on Facebook, MySpace or Bebo.

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### In litigation, private Facebook posts are suddenly less private

1/27/2011

COMMENTS (2)

ATLANTA, Jan 27 - (Reuters Legal) It's the latest litigation tactic in the online age: Lawyers are trying to mine the private zones of Facebook and other social-media sites for photos, comments, status updates and other tidbits that might contradict what their opponents are saying in court. And increasingly, judges in civil cases are granting access to online caches that had formerly been considered off-limits.

Defense lawyers in personal-injury cases, in particular, are finding social networks to be a rich source of potentially exculpatory evidence. In one recent case, a New York woman who claimed to be bedridden after falling off a defective chair showed up in family Facebook photos smiling happily in front of her house.

### Can Facebook ruin your case?

May 4, 2011 — susanmiley

Facebook is undoubtedly the most popular media site in the world, with 350 million users. If you are in the smallest of personal injury claims the information, pictures, and posts could ruin your case. How can this be possible? Well ponder this:

- The pictures put on Facebook can be seen by anyone. Even with privacy settings networks of "friends" can view the pictures.

• Courts have ordered plaintiffs to provide access to their page to insurance company lawyers. by the media, investigators and the police. Facebook for their opponents' profile, pages, at the opponent. you may lose the ability to protect your e lawyers always want your medical are pursuing.



- This is a professional networking site which allows you to:
  - Follow professional organisations and ideas
  - Hear about new job roles
  - Track job role changes across your discipline
- Be very selective with who you add
- Use other colleague's connections to expand your network – not your list of friends
- Only post on professional topics in this environment
- Add your CV in this area to attract interest for your professional development



- Use twitter to:
  - follow conference threads
  - Chat to peers around a common event or theme
  - Find like minded individuals doing the same research
- Use two accounts
  - divide professional & private
- Use hash tags
  - to organise or target comments e.g. #rw11
- Think before you comment – this happens in “real time” and you cant take it back before someone will have read it
- Track who is following you on a regular basis
- Weed out followers if needed



- Collate photos and videos and share them with the world
  - Like facebook these images and videos are searchable by everyone – be sure you want them up there!
- Name your friends and family.
  - After that, change the photo privacy settings to allow only your friends or family to see the photos
- Mark your photos and videos as private
- Control who can see your geotagged photos and videos.
- Opt out of third-party applications.
- Ask permission before posting and flagging images you may think are “unflattering” for you or your friends



- YouTube is a fantastic source of research materials
  - Use it to watch screen or podcasts from conferences
  - Use it to watch experiments in labs
  - Follow live lectures from key researchers across the globe
  - Learn about social media used by researchers
- Do not post up nights out with your friends at the pub or allow yourself to be tagged in a video
- Do not post up “your special dance”



# Conclusions

- Whatever social media you decide to use follow these basic rules:
  1. Think before you post
  2. Always check and update your security settings
  3. Untag any images or videos you don't want seen
  4. Respect your peers privacy
  5. Be safe – never post personal details like location, phone numbers, addresses online
  6. Never discuss any patient / hospital in social media



- Social media is open, shared and informal.
- Privacy, confidentiality and professionalism at all times are core nursing and midwifery values.
  - you need to respect the legal rights of privacy and confidentiality of your patients and colleagues and respect the values of your profession at all times.

# References & Influences

- [Guidance to Nurses and Midwives on Social Media and Social Networking](#)
- [I can stalk u](#)
- [10 Ways Facebook Can Ruin Your Life](#)
- [Social media: A guide for researchers](#) [RIN]
- [Adam Singer. Why Use Social Media For Public Relations](#)
- Government of Ireland (2011) [Nurses and Midwives Act 2011](#), (41)
- HSE (2009) [Dignity at work policy for the health service antibullying, harassment and sexual harassment policy and procedure.](#)
- [Cyberbullying Guide](#)
- An Bord Altranais (2000) [The code of professional conduct for each nurse and midwife.](#) Dublin.
- Images provided by Google Images

....now you are ready for the  
social media highway

