

I understand you have questions related to the use of Social Media – well you are not alone. I like us to try and answer as many of these today as we can. The Colleges getting many questions from registrants and students about the use of social media.... **the rules, social norms and etiquette for professional, school and work-related uses of social media, are not well established;**

It's clear that these technologies that have an impact on not only how we live BUT how we learn, and how we practice. We are just starting to understand the impact both good and bad ....You may have heard the Judge's statement in Michael Jackson's wrongful death case – he said that Michael Jackson's Dr. 'abandoned' his patient when he was sending personal texts from his phone while he was supposed to be caring for him.

**There are ways to actively participate and enjoy the benefits of these tools and be professional and maintain the standards and ethics expected of health care professionals.**

## Learning Outcomes

You will:

- Have greater awareness of the professional opportunities related to social media.
- Examine some of the professional issues and challenges related to its use.
- Apply this understanding to your practice and use of social media.

1. What social media tools do you use in your OT practice?
2. What are the main issues for you related to social media?
3. What questions do you have about social media and OT practice?



First of all – what is social media is a term for the tools and platforms people use to publish, converse and share content online. It is used to share opinions and information, promote discuss and build relationships. Social media involves a combination of technology, telecommunications and social interaction. They can use a variety of different formats for example: text, pictures, video and audio.

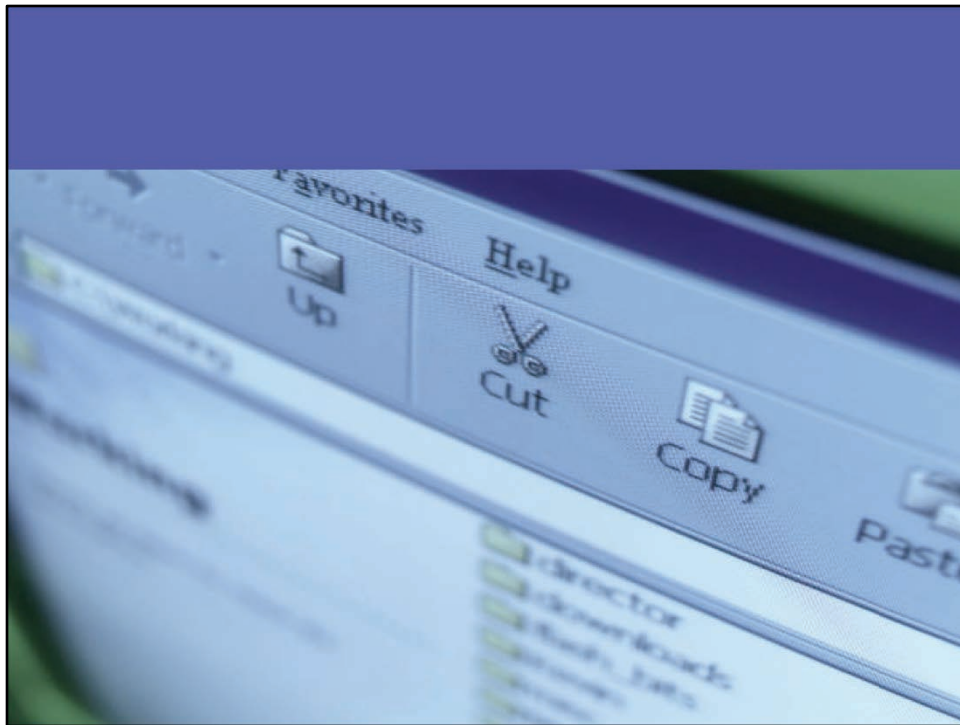
It is important to understand that the term *social media* does not refer to just one thing but to a group of ever-changing online tools that can be used in various ways.

READ ARTICLE: According to this one author If you do a Google search for blogs + occupational therapy results in 3, 900,000 results.

Because many of these technologies clearly relate to professional activities, others clearly deal with personal or social interests. And many are used for both – what we are learning is that it's very important to know why you are using them – is it personal is it professional – keep them separate.

**Permanence of information is a risk**– There's no delete button on the internet. Social memory is indefinite with Facebook for example. Postings to social media sites are generally permanent records that cannot easily be deleted.

**The extent of privacy controls is a risk:** Although these sites have privacy controls, they are very complex and changing and there are many ways to get around them. We find many users are not as aware as they should be about privacy settings and are overly confident about the protections they provide.



**Scope of distribution is a risk:** Because information in electronic form is easily distributed, archived and downloaded, the person posting the information may have very little control over who sees it and its use. Cut and paste and send it to places you hadn't dreamed of.

"disembodiment when people aren't physically accountable"



Why is COTBC and other Regulatory Colleges interested in this topic –Regulatory colleges set standards of professional practice, requirements related to marketing and we also help professionals and student to understand what it means to follow these standards and requirements in various situations.

Continuing professional development and life long learning is a key component of pre professional practice and social media can offer considerable support in this area.

At CRNBC, we've had an increase in questions about social media and, unfortunately, we are starting to see lapses in professionalism regarding its use and we are starting to get formal and serious complaints about nurses blogging, using smart phones, sharing photographs and videos, and other issues related to social networking. We've also seen text language being used in charting. **What are the issues with this?** You can imagine the patient safety issues that might arise from this.

**It's not the technology itself is not problem, but rather how we use it. This is the message that all health care professionals have to hear. We are finding that many students and health care providers are personally using social media and often don't realize the professional implications of what they are doing.**

facebook

Email or Phone

☐ Keep me logged in

Password

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 Canadian Association of Occupational Therapists  
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The Canadian Association of Occupational Therapists is the national association for the profession of occupational therapy in Canada. [www.caot.ca](http://www.caot.ca) Follow us on Twitter:

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1,779

Wear Your Occupational Therapist

CAOT would like to congratulate all those

CAOT Learning Services

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**Canadian Association of Occupational Therapists** shared a link. Friday

Register today for Dr. Rachel Thibault's Lunch and Learn on October 9 discussing community development and occupational therapy. Registration deadline is Tuesday Oct 2.  
[http://www.caot.ca/CAOT\\_lunch\\_learn\\_detail.asp?pageid=4142&eventsID=31](http://www.caot.ca/CAOT_lunch_learn_detail.asp?pageid=4142&eventsID=31)



**CAOT - Canadian Association of Occupational Therapists - Lunch & Learns 2012**  
[www.caot.ca](http://www.caot.ca)

Lunch & Learn webinars are open to CAOT members and non-members. Lunch & Learn webinars are priced for individuals at \$50 for CAOT members or \$75 for

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## Micro-blogging



**CRNBC** @CRNBC

27 Jul

Learn how to use social media while maintaining privacy & confidentiality. [@crnbc tinyurl.com/82vn7a5](http://tinyurl.com/82vn7a5)


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RETWEET







**LEGAL EAGLE EYE NEWSLETTER**  
*For the Nursing Profession*

## Cell Phones: On-Duty Facebook Posting Violated Rules, Nurse's Firing Upheld.

**A** registered nurse was fired from her position in a nursing home for using her personal cell phone to post comments on Facebook about a co-worker who had just had an accident in the bathroom and soiled herself.

The nurse was passing medications to patients at the same time she went on Facebook. She had been warned five months earlier after she was caught talking on her personal cell phone while on duty.

The nursing home had a work rule prohibiting employees' use of personal cell phones while on duty. Nursing home personnel policy was to provide progressive discipline for infractions of work rules, but the nursing home also reserved the right to terminate any employee immediately for an infraction which could cause a life-threatening situation to a patient or patients.

The Commonwealth Court of Pennsylvania ruled the nurse was guilty of willful conduct justifying immediate termination for cause.

The decision of the Unemployment Compensation Board of Review was upheld denying her employment benefits.

The Court pointed out that nursing home management verified by accessing her Facebook page that the comments were posted on Facebook at the same time the nurse was on duty passing medications. That was done before they fired her. Checking her Facebook page was not a violation of the nurse's privacy rights.

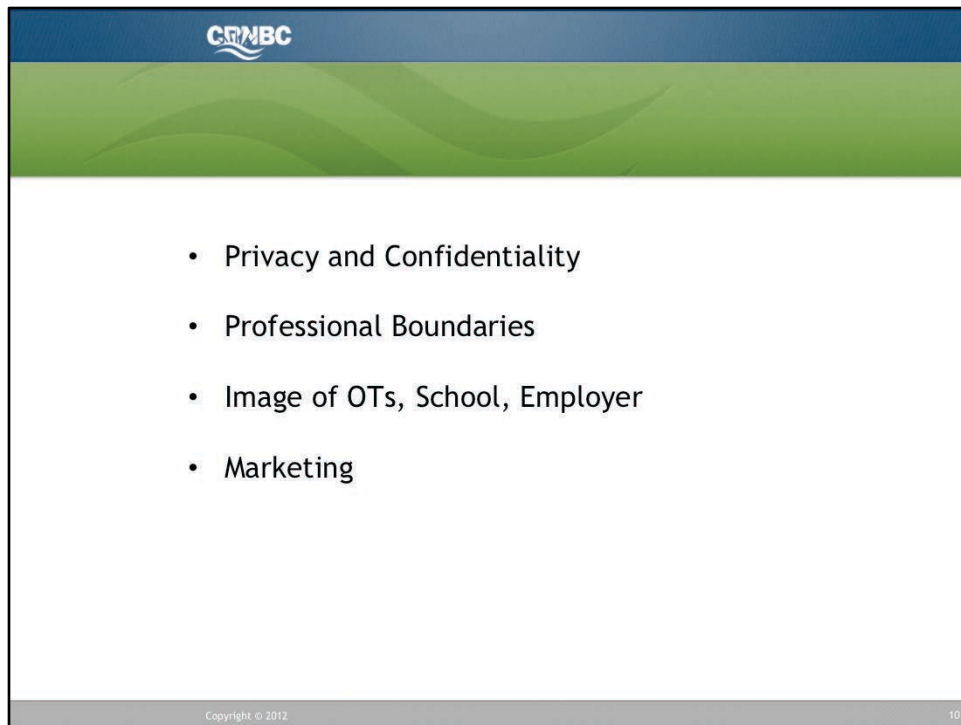
When confronted, the nurse admitted she was passing medications and using her cell phone to access Facebook at the same time.

The Court ruled it was reasonable for the nursing home to have a policy prohibiting personal cell phone use by employees on duty, that the policy had been communicated to this nurse and that she was aware of the consequences.

**It was also reasonable, the Court said, for the nursing home to consider a nurse being distracted by using her cell phone to access Facebook while distributing medications to patients as a serious enough infraction to justify dispensing with progressive discipline and going ahead with immediate firing, as it threatened patients' health and safety. Chapman v. Unemployment Comp. Bd., \_\_ A.3d \_\_, 2011 WL 1549057 (Pa. Commonwealth, April 25, 2011).**

Here's an example of a nurse that didn't understand that ---couldn't separate her personal use of the her phone from her work duties....

..... Cautious tale



The issues seem to be in a number of key areas:

- privacy and confidentiality
- professional boundaries
- professional integrity and public trust,

So it's important to develop good habits and good judgment in these three areas.

So let's go through them one by one and I encourage you to think about how they apply to you and your work.



One of the primary ethical concerns about the use of social media and communication technology in general, is privacy and confidentiality.

Because social networking and communications occur on-line, that which might have been private if conducted face to face now are public and can affect patient privacy and confidentiality.

The COTBC Code of Ethics sets expectations for protecting clients' privacy and keeping information confidential.

Reinforce the notion that use of social media is not considered in any way "private" but is firmly within the public domain, with a potential audience of many thousands, if not millions;

So what if clients don't value their own privacy and so say you read something on line about them – so it's already out there, so is it wrong to comment on it further if it's already known? Would it be inappropriate to share it? YES.

One way to adhere to this value is to be very, very careful what you say in public about your clinical experiences. What we are learning at CRNBC is that some health care providers don't realize or forget is that the **internet is public** and as such make unintentional breaches of confidentiality.

## Privacy and Confidentiality

Occupational therapists safeguard the confidentiality of information acquired in the context of professional relationships, to protect their clients' rights to privacy.

COTBC Code of Ethics, 2006

So it's important to develop good habits and good judgment in these three areas.

What does it mean to protect a client's privacy in general? Don't look in their electronic record unless you have a professional purpose.

Let's explore it in relation a common use of social media - photography



Occupational therapists safeguard the confidentiality of information acquired in the context of professional relationships, to **protect their clients' rights to privacy. So let's talk about this in relation to photography.**

**What does that mean in relation to Photography? How many of you use photography in your work?**

What this means is that if you were a client you should be confident that you or your body parts won't be photographed or video taped without your permission. As a client you have the right to access and receive care in a private manner...that if you come to an OT we're not going to take your picture without your consent and without a professional purpose.

So in terms of photography – taking a photo can be an invasion of privacy – and sharing it could breach confidentiality in that you may even inadvertently share information about someone's health care experience that is not yours to share.

So what if you're wanting to take a photo or video for professional purposes, what is the best way to do that? For starters you want to see what the policy of the agency is on this – most have policies. Secondly, you want to use an approved camera, rarely if ever would it be appropriate to use your own personal cell phone or camera. What are the issues?

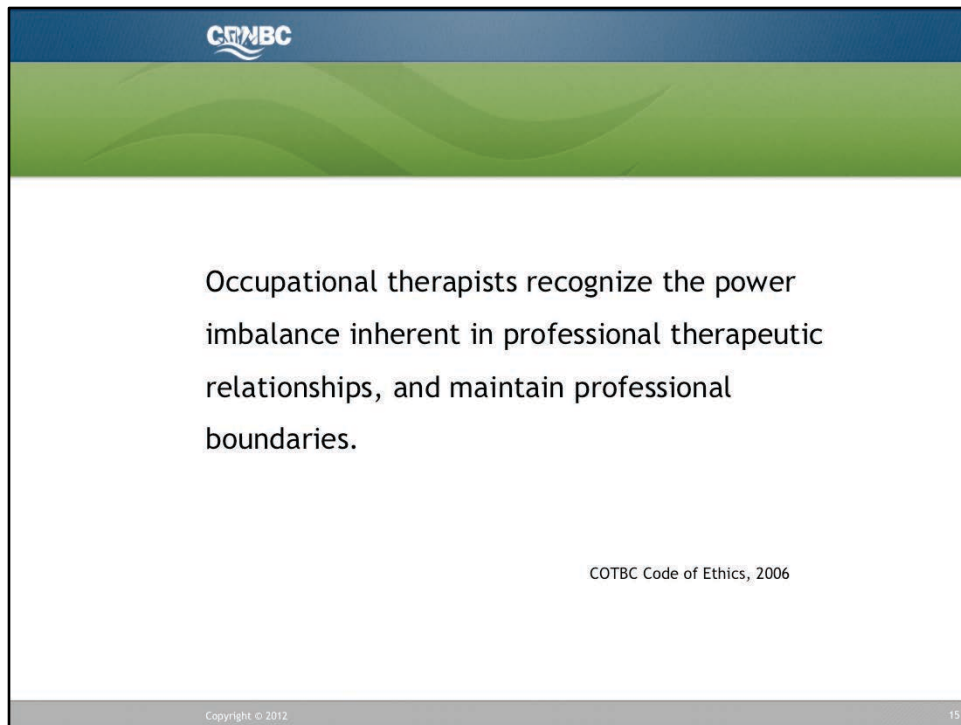
Taking photos of clients without their permission and sending them via email or uploading them on the internet - is a privacy issue.

**KEY MESSAGE:** Be very thoughtful about your photo, video sharing.

## Professional Boundaries



**Maintain professional boundaries. I understand this is what your AGM session was about last year.....so building on this for those who were here last year....**



This is an area that we continually face challenges with— now we have another venue for such challenges – social media.

Just as with face-to-face relationships, you must set and communicate these boundaries to clients online. Just as you use judgment when socializing with clients or former clients in real life, make sure you use the same judgment online.

Many people have personal and professional social media profiles



Social media is at heart, about connecting.

it is very common as health care providers - some of you may have already experienced this - that our patients and or their families want to establish a personal relationship with us - eg: come for dinner, babysit my child, date us.....It is up to us to know how to deal with these requests. Now we are faced with this kind of requests on the internet through social media.....It's important to be aware of this, anticipate requests and to think about and be clear how you will respond....

Why is this important?

Health Care Providers are in a position of power, patients/families are vulnerable and we always want to be clear that our purpose is first and foremost to meet the patients health needs and that our behaviors are in their best interests of the patient. - and not our own interests. Having clear boundaries helps that.

Contact with patients on the internet, whether intentional or not, can change the nature of the nurse- client relationship. It is easy for the client to view the nurse as a friend rather than a professional. This is where the lines start getting blurred.

What is a hug, kiss, poke on Facebook....lots of room for misunderstanding.....





**2. Manage your virtual image.** Use the same level of professionalism in your online interactions as you do face-to-face. Keep your personal and professional lives separate. Use different accounts for personal and professional activities.

**COTBC**

## Image

- Occupational therapists act in the best interests of the client to maintain trust.
- Occupational therapists act in a manner that maintains respect for the profession and its members.
- Occupational therapists perform their professional duties in a manner that promotes a trusting and respectful working environment and supports safe and competent care.

COTBC Code of Ethics, 2006

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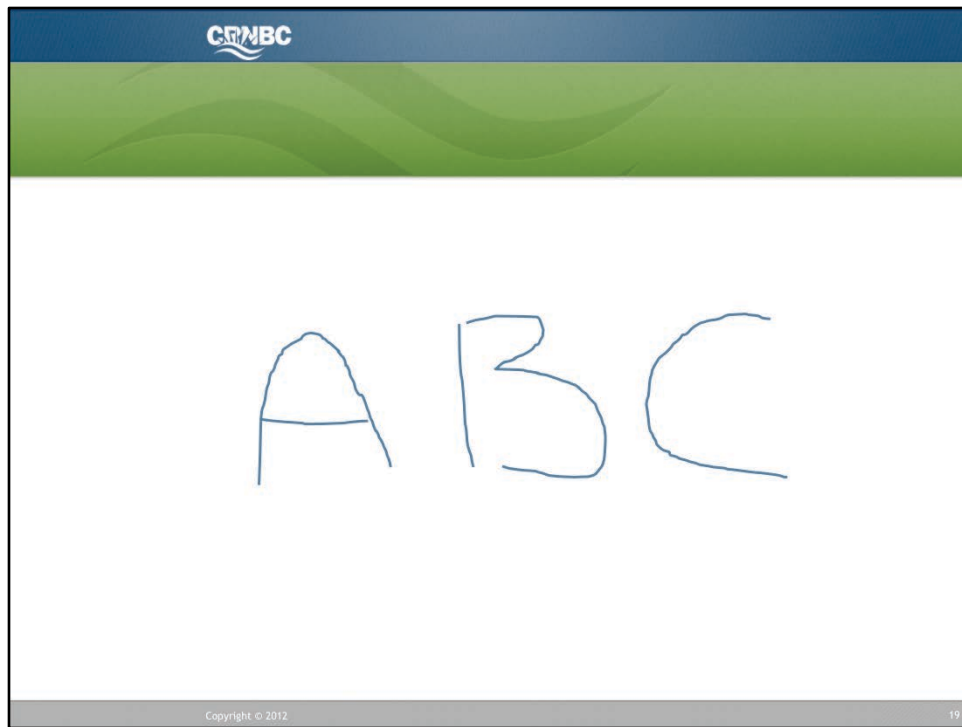
How might conduct on social media affect this?

What impact might this have on the credibility of the nurses involved, the profession as a whole and the agency?

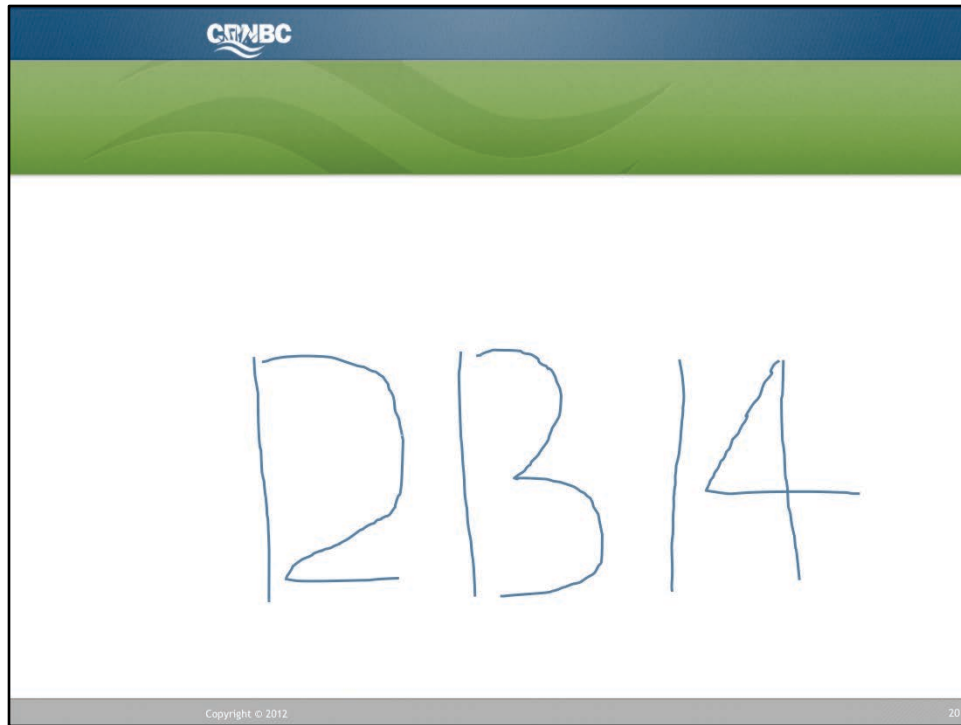
**Pause....**

Activities that might diminish public trust and damage the integrity of both the profession and the agency involved. ...something to think about.

Reputation damage can occur very quickly – pictures can be misleading: Postings may come back to haunt you on a personal or professional level.



What do you see here?



What do you see here?

Context is everything. What might be a private conversation or activity between you and your colleague – such as venting about your workplace on your drive home ....takes on a whole new context when conducted over the internet.

You need to give some thought to the impact of your on-line communication, what kind of impression you want people to have of you or your workplace and remember that you may not have full control over how people use the information that you have shared.

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## Marketing

Marketing must not:

- be inaccurate or reasonably expected to mislead the public
- compare the quality of services provided with those provided by another registrant..., another health profession
- compare the fees charged by the registrant with those charged by another registrant

COTBC Bylaws Part 7 (91)

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OTs may wish to use social media tools to market or advertise their services – does anyone currently do this?

Regulatory bodies have a responsibility to ensure a high standard of professionalism and to protect the public from irresponsible and misleading advertising. Need to consider the COTBC bylaws (! related to advertising... Part 7 section 91

So for example, if you use photographs of models on your on-line site and these models have not received your services, do you need to include a disclaimer to this effect – yes.

What are the considerations when it comes to having a social media page where the public can post freely. When we can't control what is posted on the page and by whom. For instance if a client posts on your page a testimonial about your services or criticism of other health care providers. Could be a contravention of bylaws.....

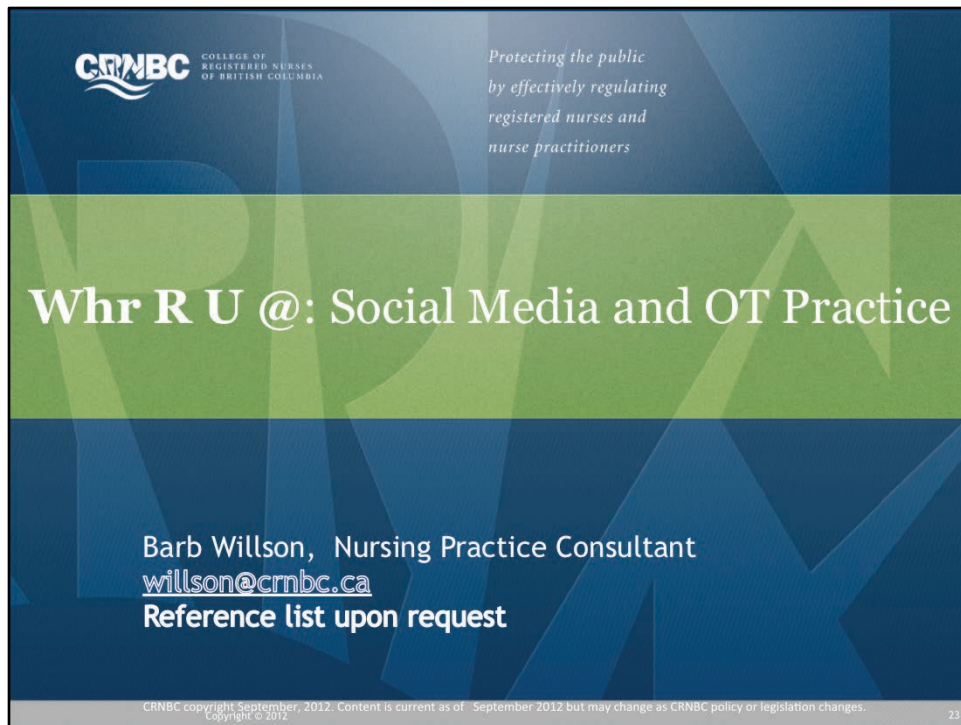
Services should not be advertised or offered in ways which might motivate the client to consent to such services because no fee or a reduced fee is attached...."2 for "2 for 1".

There was a decision by the Supreme Court of Canada case in 1990 involving dentists and the court held that " professional advertising is permissible when it serves a legitimate purpose of providing the public with relevant information.

## Learning Outcomes

You will:

- Have greater awareness of the professional opportunities related to social media.
- Examine some of the professional issues and challenges related to its use.
- Apply this understanding to your practice and use of social media



If you have questions about your use of social media or want to learn more — talk with your colleagues and contact your College ([info@cotbc.org](mailto:info@cotbc.org))