ADVANCED ETHICAL CONSIDERATIONS IN PREVENTION
Social Media and Dual Relationships

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Introductions

Fill out the poll:

- What is your role in prevention?
- How many years have you worked in prevention?
- In what area of prevention do you work?

Answer in the chat box:

- What are one or two things you are hoping to learn from this training?
Training Objectives

• Review the six principles in the Prevention Code of Ethics
• Define social media
• Identify three ethical issues in prevention related to social media
• List guidelines for using social media in prevention work
• Use an ethical decision-making process to apply the Prevention Code of Ethics to current issues in prevention related to social media
Since Your Introduction to Prevention Ethics...

...what ethical issues related to social media are you aware of?

... have you applied ethics to your prevention work in the use of social media?
An Ethics Overview...
Ethics Defined

Values
Deeply held ideals, convictions, and principles influenced by culture, region, etc.

Principles
Reflect the moral values of an individual or group about right and wrong conduct

Ethics
Agreed-upon codes of behavior based on distinct sets of principles
Prevention Code of Ethics

The **six principles** are:

• Non-Discrimination
• Competence
• Integrity
• Nature of Services
• Confidentiality
• Ethical Obligations for Community and Society
Again...Why a Prevention Code of Ethics?

To help prevention professionals...

• Respond appropriately to ethical dilemmas
• Make sound and respectful choices each day
• Create a climate of respect
• Protect those involved in and served by prevention activities
And More Specifically...Why?

- Guide staff and volunteers where an ethical course of action is not immediately obvious
- Reinforce the culture and values of the organization and convey a climate of integrity
- Communicate clear expectations to staff and volunteers
- Minimize subjective and inconsistent standards
- Provide protection for the organization and staff
- Remain in compliance with government regulations

(Adapted from “Good Ideas for Creating a More Ethical and Effective Workplace”)
Ethics Applied to the Use of Social Media in Prevention

The Six Principles in the Prevention Code of Ethics
Before we start this conversation...

Are you a Digital Immigrant or a Digital Native?
## Digital Immigrants vs. Digital Natives

<table>
<thead>
<tr>
<th>Immigrants</th>
<th>Natives</th>
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<tbody>
<tr>
<td>• Prefer talking on the phone or in person</td>
<td>• Prefer to talk via chat, text, or messaging thru social media</td>
</tr>
<tr>
<td>• Don’t text or only sparingly</td>
<td>• Text more than call</td>
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<tr>
<td>• Prefer synchronous communication</td>
<td>• Prefer asynchronous communication</td>
</tr>
<tr>
<td>• Prefer receiving information slowly: linearly, logically, &amp; sequentially</td>
<td>• Prefer receiving information quickly &amp; simultaneously from multiple multimedia &amp; other sources</td>
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<tr>
<td>• Prefer reading text (i.e., books) on processing pictures, sounds &amp; video</td>
<td>• Prefer processing /interacting with pictures, graphics, sounds &amp; video before text</td>
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What Is Social Media?

Forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content

(Merriam Webster)
The Unique Characteristics of Social Media

• It is available instantaneously.
• It has a potentially global audience.
• It tends to be free or low cost.
• It allows large numbers of individuals to access and publish information and opinions.
• It is usually interactive so it is hard to control content and editing of content.
• It blurs private and public boundaries as well as personal and work boundaries.

(Business Ethics Briefings, 2011)
With Social Media, Some Prevention Professionals Are...

...ethically astute but struggle to keep up with the technology.

...comfortable with technology but less familiar with ethical codes.

• ETHICAL
• unETHICAL
• UNETHICAL
Using Technology and Social Media: New Ethical Dilemmas

With the use of technology, prevention professionals are vulnerable to being caught unaware by NEW ethical dilemmas.

In the chat box:
Identify a potential dilemma related to the use of social media in prevention.
Just So You Know...
Current Highest Levels of Mobile Phone Use

• Adolescents
• Young adults
• Socioeconomically disadvantaged
• Frequent movers
• Latinos and African Americans
• Those engaging in health-compromising behaviors

(Fjeldsoe, 2009; Pew Research, 2015)
The Problem with Email

• Email is not like mailing a sealed letter or package.

• It’s more like sending a postcard.

• People are not supposed to read it while in transit, but it passes through many hands, and one can never be sure that someone is not reading it illegally.

(AMA, 2010-13)
Nothing Is Private Anymore!

The two-way flow of easily accessible personal information among providers and participants has the potential to lead to momentous changes in our professional relationships and behavior, so...

Assume that participants know a good deal about you because your private life is NOT beyond their reach.
Ethical Issues Applied to Social Media

• Non-discrimination
  • **Access**: consider platforms, complexity, bandwidth
  • **Accommodation**: respond to those with disabilities
  • **Cultural Competence**: assess content, language, word choices, images

• Competence
  • **Education and Training**: build knowledge and skills
  • **Program Standards**: set same as print standards
  • **Developing Social Media**: include focus population to ensure cultural competence
  • **Evaluation**: regularly assess what is posted
Ethical Issues Applied to Social Media

• **Integrity**
  
  • **Accuracy**: verify truth and accuracy in materials
  
  • **Fair Credit**: cite sources, use “common” images
  
  • **Preparation for Problems**: have policies in place regarding misuse of media

• **Nature of Services**

  • **Involvement**: include focus population at all steps
  
  • **Boundaries**: be respectful and professional
  
  • **Reporting Requirements**: adhere to all of them
  
  • **Self Disclosure**: keep personal and professional separate
  
  • **Liability for Social Media/Technology Violations**: train your staff and have written policies
Ethical Issues Applied to Social Media

• Confidentiality
  • **Permission**: get permission for pictures, videos
  • **Security**: consider nothing confidential
  • **Legal Issues**: get legal advice, have a plan

• Ethical Obligations for Community and Society
  • **Advocating**: always OK
  • **Lobbying**: avoid on professional sites
  • **Modeling of Healthy Behaviors**: monitor “tags” and posts
Let’s Look at Some Media–related Situations...
Scenario One

Maria discovers information on the Internet about a participant or coalition member that is concerning since it involves their safety or the safety of others.

• What ethical principle is involved?
• What is Maria’s responsibility if she does find something concerning?
• Is Maria mandated to report information found on social media that indicates abuse or intent to harm self or others?
• Should Maria raise this with the person beforehand?
Scenario 2

Jose is facilitating a group for youth at risk for substance misuse and has been reading one youth’s blog and has commented on the youth’s comments there.

• What ethical principle is involved?

• Does commenting on the blog put Jose at risk by setting a precedent that he ought to be responsible for information presented? For example, what if the youth put up a suicide note, but Jose has been busy and hasn’t gone to the blog to read it?

• If Jose has indicated that youth in his group can put things on their blogs and he will read it, what should he do when a youth puts up a note that indicates a risk to their health and safety and he doesn’t see it?

• How would you advise your staff or colleagues on a situation like this?
Scenario 3

Blake, a new staff person in a prevention organization, has been a passionate advocate for prevention. He has recently posted derogatory comments about a community official who has opposed some of the organization’s prevention initiatives in the past. The official just called Bettina, its executive director, irate about this.

• What ethical principle is involved?

• What should Bettina do?

• Does it matter whether Blake’s post is on a personal or professional page? Would Bettina’s response be different?

• Could Blake be fired for doing this?
Social Media: Policy Considerations
Engaging in “ friending” and following those whom we serve, supervise, teach or collect research data from, crosses appropriate boundary lines.

Do You Agree or Disagree?
Considerations When Using Social Media on a Professional Site

• Always surmise that confidentiality applies.
• Post on your behalf, not that of other staff or your organization.
• Know that anonymity is almost impossible and act accordingly.
• Don’t endorse candidates or policy or legislative positions as a matter of course.
• Have two social media addresses, personal and professional.

(http://network.socialmedia.mayoclinic.org/discussion/a12wordsocialmediapolicy)
What Never to Post

• Participant identifying information for selected or indicated interventions
• Comments about colleagues or participant groups
• Unprofessional media (e.g., photographs and/or videos that could mar the reputation of the professional or his/her organization)
• Pictures or other identifying information without permission
• Positions on legislation
• Comments about litigation in which anyone is involved
So Does Your Organization Have Social Media Policies About…?

- Friending participants and supervisees
- Followers
- Messaging through social media
- Conducting Google searches of participants
- Participant testimonials on agency websites
- Pictures or images on agency websites
- Taking positions on local issues
- Employee access and acceptable use
- Social media account management and security
Effective, Ethical Messaging on Social Media

• Avoid triggering images.

• Refrain from using data that describes the harmful behavior.

• Use social norming to describe prosocial behavior.

• Provide an example of what you want others to do as a result.

• Be sure images and language are culturally inclusive.

• Get permission for images and photos you use.
Do You Have Organizational Guidelines for These Situations?

- A potential participant sent you a direct message on Twitter inquiring about your “indicated” prevention program for high risk youth.

- Your staff and you list where you work on your personal media pages. It is good promotion for your organization.

- Someone “tags” a picture of a coalition event for youth on your coalition Facebook page.

- Your coalition is concerned about some proposed legislation that its members believe will be harmful to youth and is also stigmatizing to a cultural group in your community. Members and staff want to post their positions on this legislation on multiple social media platforms.
Do You Have **Personal** Guidelines for These Situations?

• A former youth participant sent a ‘friend’ request on your personal Facebook page. One of your coalition members is a friend of one of your family members on Facebook. You don’t want him to have access to your personal information, photos, etc.

• A woman in your parent education group just posted a comment on your Facebook page that reveals some personal information about her.

• You just saw that a coalition member is following you on your Facebook, Twitter and other social media sites. You’re not sure how you feel about her seeing your personal posts.
Dual Relationships
Defining Dual Relationships

Dual or multiple relationships occur when professionals assume two or more roles at the same time or sequentially with a participant, such as, assuming more than one professional role or blending of professional and nonprofessional relationships.
Examples of Dual Relationships

- Social or personal relationships
- Caretaking and/or enmeshment
- Sexual or improper physical contact
- Business or financial relationships
- Improper gift giving or receiving
- Interfering with personal autonomy
- Undue influence on another
- Self-disclosure
- Multiple professional relationships
Factors to Consider

- Amount of time that has passed since the professional relationship
- Context, nature, duration, and intensity of the relationship
- Participant’s age, history, and vulnerability
- Participant’s mental health status
- Likelihood of an adverse impact on the participant
- Agency policy

You have someone in your program who started as a youth program participant and then became a peer educator. They are now graduating from high school and have invited you to their graduation party.

Should you attend their graduation party?
Should you invite them to a holiday party at your home?
A participant in a parenting program you facilitate is a house painter, and you need your apartment painted. You know he could use the money.

Should you hire him to paint your apartment?

Could you barter with him to avoid payment and offer to babysit for his children over a weekend instead?
Should You?

You work with a coalition and so much of this work is about relationships. You are friends with several of the members.

Should you go to dinner with coalition members when you are together at a conference?

Should you join them at a happy hour after a meeting?
You coordinate a peer leadership program for your agency. One of the peer leaders asked you if she could date one of the program participants who is in her school.

How should you advise her?

What if both were no longer going to involved in the program?
Final Comments and Questions

Handouts:
✓ Ethics and Social Media
✓ Sample Policy Regarding Social Media and Dual Relationships
Resources


• American Speech Language Hearing Association, Issues in Ethics: Ethical Use of Social Media, https://www.asha.org/Practice/ethics/Ethical-Use-of-Social-Media/


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thank you