



Central East (HHS Region 3)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

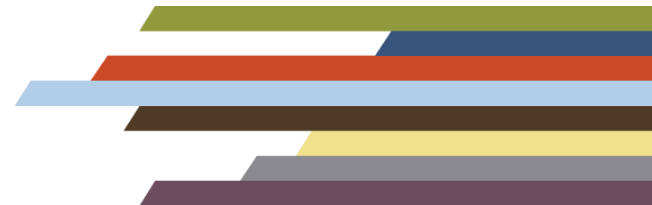
Social Media

Advanced Ethical Considerations in Prevention

March 31, 2021

Thank you for joining us today. We will begin promptly at **9:00 AM** Eastern.

Course materials available here: <https://ce-pttc.link/sm-ethics>



Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's **Addiction** and **Prevention** Technology Transfer Center task orders.

For training use only.

Funding for this presentation was made possible by SAMHSA grant no. 1H79TI080210 and 1H79SP081018. The views expressed by speakers and moderators do not necessarily reflect the official policies of HHS; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

REC

This training is being recorded.



Please turn your camera on.



Please remain muted, except during breakouts or when asked to unmute.



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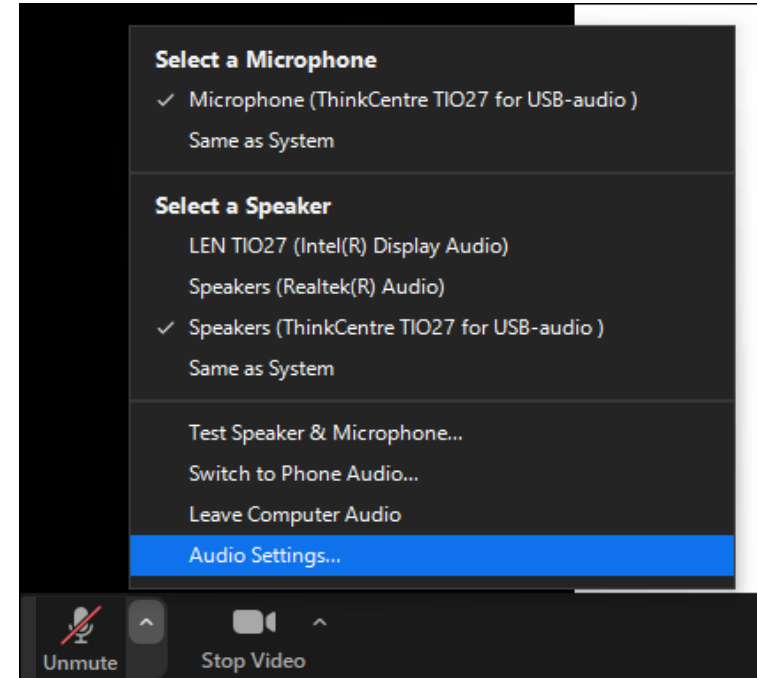


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Zoom Audio

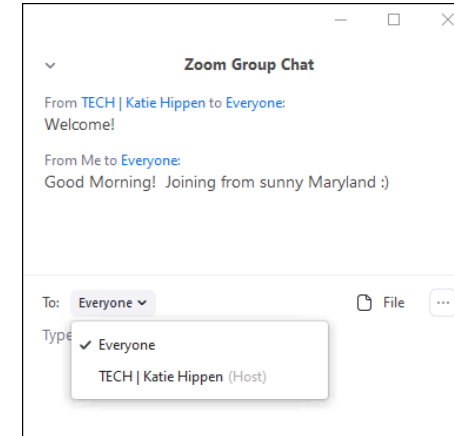
If you're having issues with audio, click on the arrow next to the microphone icon at the bottom of your screen and select "Audio Settings..."



Zoom Chat and Tech Support

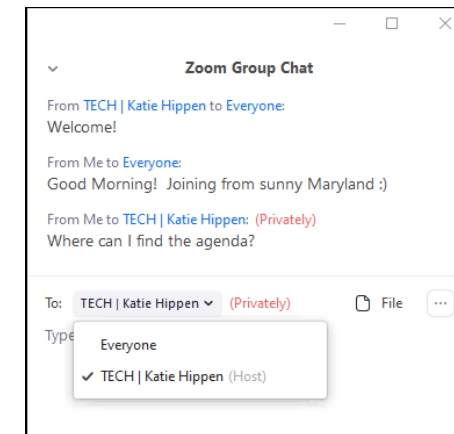
Questions for Trainer or General Discussion:

- If you have a question for a trainer or something to add to the discussion, please send it in the chat to “Everyone”



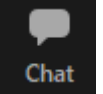
Tech Support:

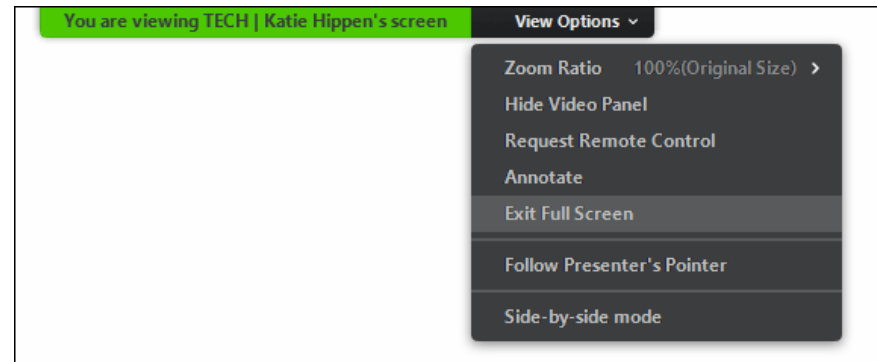
- If you have a tech question, please, send it privately to a host/co-host (anyone with “TECH” in their name)
- Tech support is also available by email: pttc@danyainstitute.org



Zoom Chat

Viewing the chat:

- If a trainer or moderator is sharing their screen and you can't see the chat, exit full screen in View Options or click Chat  in the bar at the bottom.



Housekeeping

Training
Materials
available online
[ce-pttc.link/
sm-ethics](https://ce-pttc.link/sm-ethics)

After the training:

Complete the
brief, 10-question
Evaluation Form



to gain access to

Link to request
**Certificate of
Attendance**



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Welcome

Central East ATTC and PTTC Virtual Training

Social Media Advanced Ethical Considerations in Preventions



The Central East ATTC and PTTC are housed at the Danya Institute in Silver Spring, MD

Renata Henry
Executive Director

Each TTC Network includes 13 centers.*



Network Coordinating Office

National American Indian and Alaska Native Center

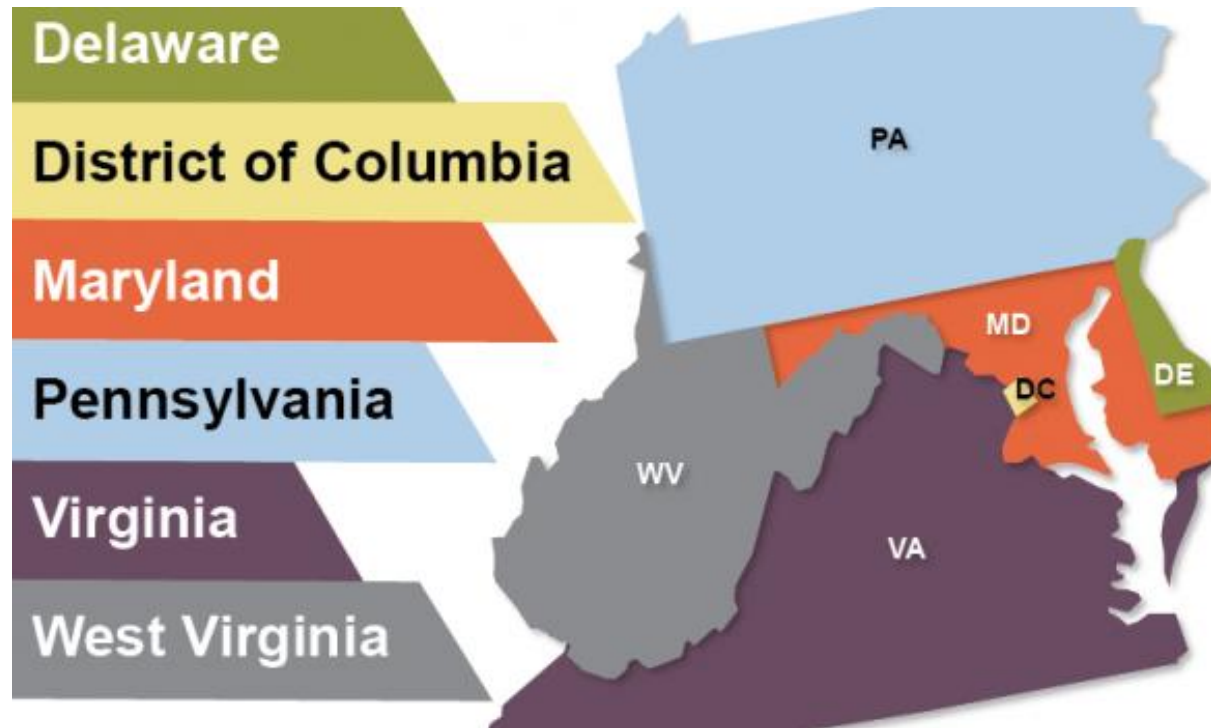
National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

**The ATTC Network also includes 4 international HIV centers funded by the President's Emergency Plan for AIDS Relief.*

Central East Region

HHS REGION 3



Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

**Consistent
with Regional,
State and Local
Needs**

No cost

Data Driven

**EBPs provided
by Subject
Matter Experts**



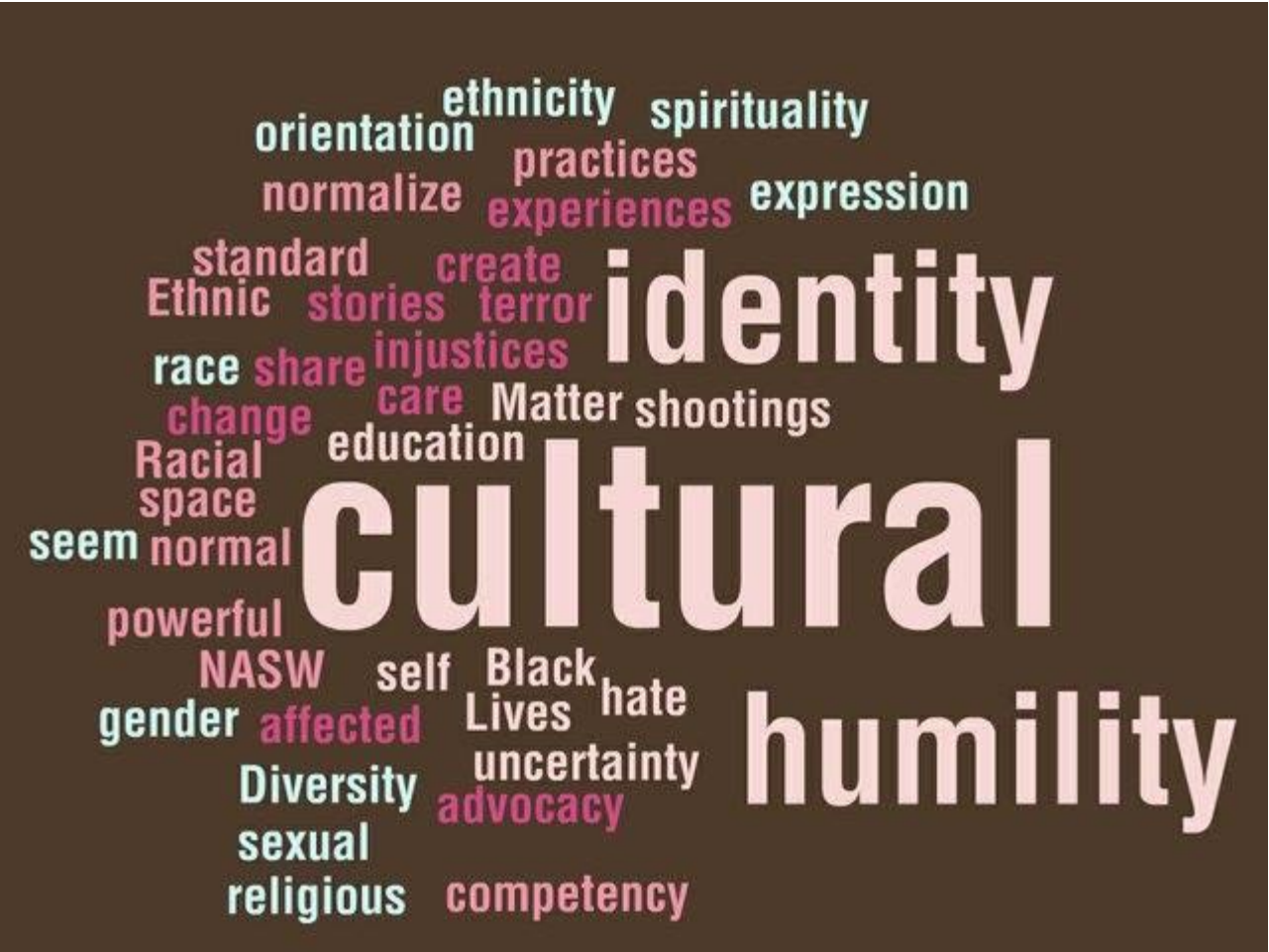
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Expectations

- **Full attendance is required - credit will not be given for partial attendance**
- Full attendance means...
 - present for entire length of training
 - video camera turned on
 - full participation in activities (polls, discussion questions, small group activities) - your participation in these activities will be verified and included with your attendance record
- Have available:
 - Course materials and a way to access them during the training
 - Paper, pen
 - Plan lunch/snacks ahead of time (two 10-minute breaks)



Our Master Trainer



Sandra Del Sesto, M.Ed, ACPS
Prevention Professional, Master Trainer



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Social Media

Advanced Ethical Considerations in Prevention

Sandra Del Sesto, M.Ed., ACPS

March 31, 2021



Social Media

ADVANCED ETHICAL CONSIDERATIONS IN PREVENTION

Sandra Puerini Del Sesto, M.Ed., ACPS

Introductions

Fill out the poll:

- How many years have you worked in prevention?
- How many years have you worked in treatment or recovery?
- In what area of prevention do you work?
- Have you taken a basic ethics course?

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

Group Guidelines



- ▶ Take turns speaking
- ▶ Participate fully
- ▶ Save emails and texts for the break
- ▶ Be open and respectful
- ▶ ELMO
- ▶ Respect confidentiality
- ▶ S-T-R-E-T-C-H

Since Your Introduction to Prevention Ethics...



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

...how have you applied ethics to your prevention work in the use of social media?

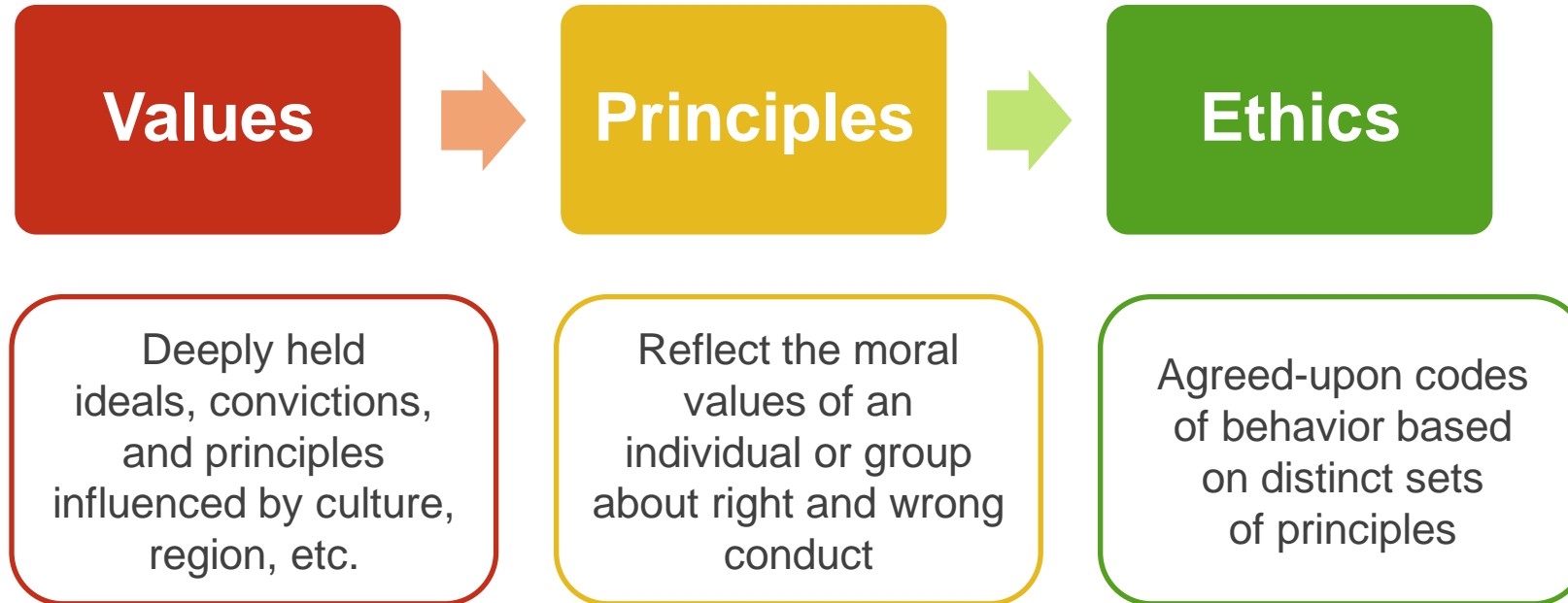
...have you used or shared the ethical decision-making process when considering issues related to the use of social media?



Ethics in Prevention: Advanced

Ethics Overview

Ethics Defined



Prevention Code of Ethics

The **six principles** are:

- ▶ Non-Discrimination
- ▶ Competence
- ▶ Integrity
- ▶ Nature of Services
- ▶ Confidentiality
- ▶ Ethical Obligations for Community and Society



Prevention Code of Ethics

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”)

Before we start this
conversation...

Are you a Digital Immigrant
or a Digital Native?

Digital Immigrants vs. Digital Natives

Immigrants

- ▶ Prefer talking on the phone or in person
- ▶ Don't text or only sparingly
- ▶ Prefer synchronous communication
- ▶ Prefer receiving information slowly: linearly, logically, & sequentially
- ▶ Prefer reading text (i.e., books) on processing pictures, sounds & video

Natives

- ▶ Prefer to talk via chat, text, or messaging thru social media
- ▶ Text more than call
- ▶ Prefer asynchronous communication
- ▶ Prefer receiving information quickly & simultaneously from multiple multimedia & other sources
- ▶ Prefer processing /interacting with pictures, graphics, sounds & video before text

What Is Social Media?

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

 Instagram

facebook

BLOG

E-mail!

twitter 

ticotoc

(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.

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 three potential dilemmas 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.



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.

Ethics Applied to the Use of Social Media in Prevention

The Six Principles in the Prevention Code of Ethics

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
- ▶ Standards: set same as print standards
- ▶ Developing Social Media: include focus population
- ▶ 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

▶ 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

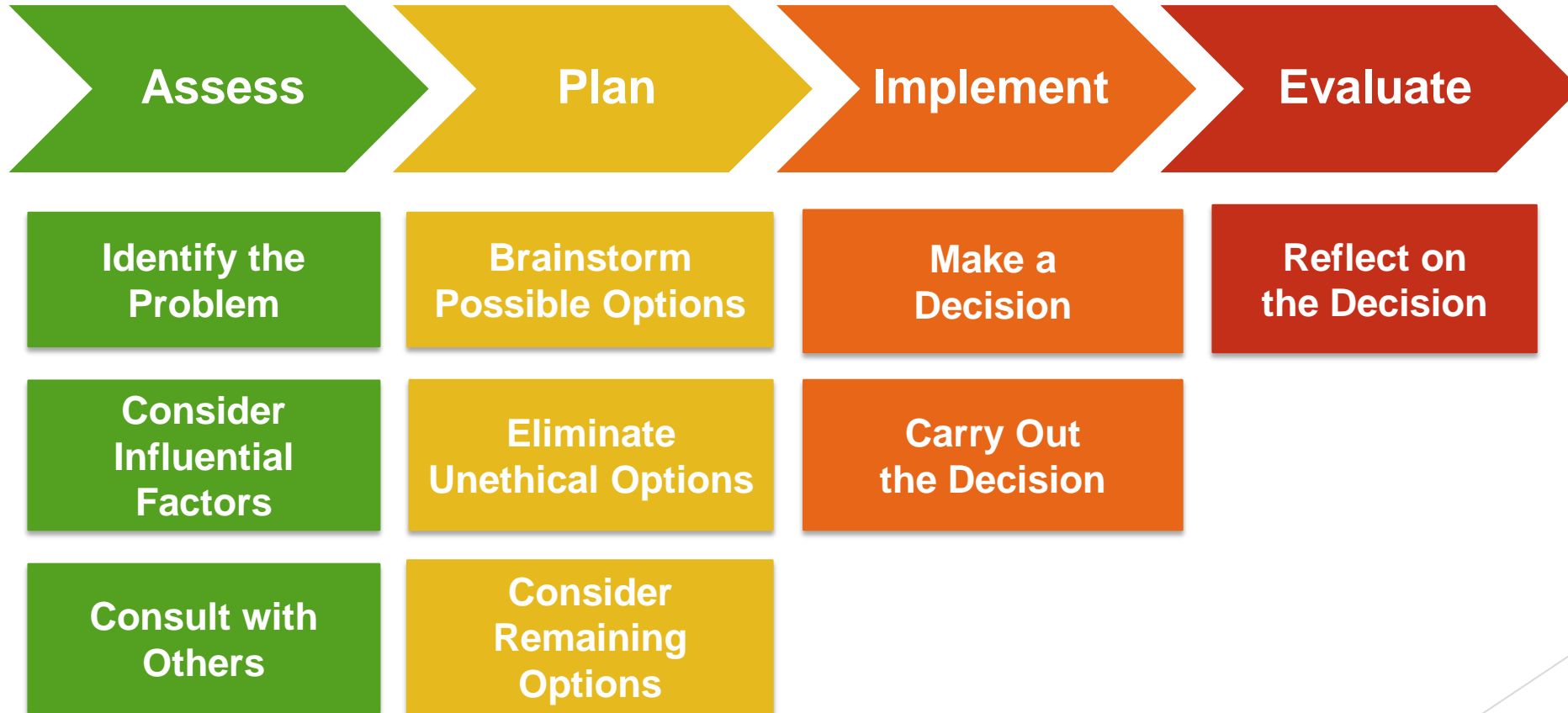
▶ Ethical Obligations for Community and Society

- ▶ Advocating: always OK
- ▶ Lobbying: avoid on professional sites
- ▶ Modeling of Healthy Behaviors: monitor “tags” and posts



Let's Look at Some Media-related Situations...

Decision-Making Process: Review



Small Group Activity: Ethical Decision-Making

Using the Ethical Decision-making Process, answer the questions posed in each scenario.



In your small group, assign:

- ▶ Screen sharer
- ▶ Timekeeper
- ▶ Recorder/reporter

Go to the Small Group Activity Workbook:
<https://ce-pttc.link/sm-ethics-activity>

Group Activity: Ethical Decision-Making (**Slides 2-6**)



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
- ▶ 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. Is Twitter confidential?
- ▶ 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 my 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.

Small Group Activity: Social Media Guidelines

In small groups create three guidelines for your prevention staff and/or coalition regarding the use of social media.



In your small group, assign:

- ▶ Screen sharer
- ▶ Timekeeper
- ▶ Recorder/reporter

Go to the Small Group Activity Workbook:
<https://ce-pttc.link/sm-ethics-activity>

Group Activity: Social Media Guidelines (**Slides 7-11**)



Final Comments or Questions



Resources

- ▶ Association of Certified Fraud Examiners, Sample social media policy, https://www.acfe.com/uploadedfiles/acfe_website/content/documents/sample-documents/sample-social-media-policy.pdf
- ▶ Perri Klass, M.D. (2019), New York Times, When Social Media Is Really Problematic for Adolescents, <https://www.nytimes.com/2019/06/03/well/family/teenagers-social-media.html>
- ▶ Reamer, F. G. (2011). Developing a Social Media Ethics Policy. Retrieved from http://www.socialworktoday.com/news/eoe_070111.shtml
- ▶ Ethical Framework for the Use of Social Media by Mental Health Professionals. (2016). Retrieved August 25, 2016 from <http://onlinetherapyinstitute.com/ethical-framework-for-the-use-of-social-media-by-mental-health-professionals/>
- ▶ American Medical Association Code of Medical Ethics. (2016). Retrieved August 25, 2016 from <https://www.ama-assn.org/delivering-care/ethics/code-medical-ethics-overview>
- ▶ Tufts University Office of Communications and Marketing (2016). Social Media Policy for Official Social Media Accounts. Retrieved from <http://communications.tufts.edu/policiesguidelines/tuftsocialmediapolicy/>
- ▶ Social Work Licensure Organization, Social Media and Social Work: A Question of Ethics, www.socialworklicensure.org/articles/social-media
- ▶ American Speech Language Hearing Association, Issues in Ethics: Ethical Use of Social Media, <https://www.asha.org/Practice/ethics/Ethical-Use-of-Social-Media/>
- ▶ Business Ethics Briefings (2011). The Ethical Challenges of Social Media. <http://www.ibe.org.uk/index.asp?upid=51&msid+8>

Contact Information:
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Evaluation

Your feedback is important!



Evaluation Form

To complete the evaluation form, go to <http://ttc-gpra.org/GPRAOnline/SG?e=355783>

Resources Page and Slides

Upon completion of the evaluation form, your browser will redirect to the Resources Page for today's training, which will include a PDF of the PowerPoint slides.

Certificate of Attendance / Contact Hour

To request a certificate: complete the evaluation form and then click on the red Request Certificate button located at the top of the Resources Page. Certificates must be requested within 1 week of the training, and will be processed within 30 days.

If you have any issues accessing the evaluation, resources page, or slides, please send an email to

pttc@danyainstitute.org

Contact Us



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