



SOCIAL MEDIA ADVANCED SUPERVISOR'S WORKSHOP

15th March 2018

A THEORY-DRIVEN PERSPECTIVE

Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works. Anything that is invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it. Anything invented after you're thirty-five is against the natural order of things.

Douglas Adams, The Salmon of Doubt.

POLICY PERSPECTIVE

BPS; e –Professionalism Guidance on the use of social media by clinical psychologists. <http://www.bps.org.uk/system/files/Public%20files/DCP/cat-1096.pdf>

HCPC; Focus on Standards – Social Networking Sites
http://www.hcpcuk.org/Assets/documents/100035B7Social_media_guidance.pdf

NHS; Quick Guide for New Starters – New to the NHS? Your Guide to using Social Media in the NHS (summarises NHS Employers' position)

<http://www.nhsemployers.org/~media/Employers/Publications/NOVEMBER%20Your%20guide%20to%20using%20social%20media%20in%20the%20NHS.pdf>

BPS SUMMARY

Social media represent a revolution in communication between individuals and organisations. They present significant opportunities to promote and develop the profession and service user experience.

Social media also present some potential challenges with respect to maintenance of appropriate professional boundaries since, by their very nature, they facilitate less restrictive interaction.

Clinical psychologists should not transmit any service user identifiable information via social media without explicit permission from the service user to publish the material online.

Clinical psychologists should be aware that standards of personal conduct apply to use of social media and, as such, should always consider the appropriateness of material submitted to social media and are strongly advised to use (and monitor and update regularly) privacy settings to restrict access to social media which contains personal material. This could also apply to family members.

BPS SUMMARY CONTINUED

If clinical psychologists interact with service users via social media they should communicate clearly with regards to the nature of the relationship. Interaction with current or former service users via social media in a personal/social capacity should only be undertaken with caution and after careful consideration of the relevant professional and ethical issues.

Interactions between colleagues within professional and educational settings can also raise issues and dilemmas particularly where there are power imbalances and an evaluative component. It would be expected that individuals and training courses would ensure that this is addressed transparently and reflectively.

Whilst conducting research using social media has many advantages and is to be welcomed, there are some practical and ethical issues that can arise, which may require advice from more experienced colleagues.

HCPC SOCIAL MEDIA POLICY

- Think before you post. Assume that what you post could be shared and read by anyone.
- Think about who can see what you share and manage your privacy settings accordingly. Remember that privacy settings cannot guarantee that something you post will not be publicly visible.
- Maintain appropriate professional boundaries if you communicate with colleagues, service users or carers.
- Do not post information which could identify a service user unless you have their permission.
- Do not post inappropriate or offensive material. Use your professional judgement in deciding whether to post or share something.
- If you are employed, follow your employer's social media policy.
- When in doubt, get advice. Appropriate sources might include experienced colleagues, trade unions and professional bodies.
- Keep on posting! We know that many registrants find using social media beneficial and do so without any issues. There's no reason why you shouldn't keep on using it with confidence.

NHS EMPLOYERS

The NHS Employers organisation firmly believes in a permissive approach to using social media in the NHS. Individual staff should be permitted and enabled to use social media for work. Only a permissive approach will unlock the innovations within the vibrant creative spaces found on social media sites. As with any communication tool, social media has a few potential pitfalls, which are avoidable with a little preparation. Here are our tips on using social media in your new job:

- Read your staff policy covering social media at work and your profession's social media guidance.
- Check the privacy settings on your social media profiles. You may want to maintain both a personal social media profile and a professional one.
- When using social media, remember if you wouldn't say it aloud in the canteen, don't post it online.
- Social media can have a positive impact on your job, helping you to make connections across the NHS.
- NHS organisations and staff add value to their work and connect with their target audiences through Facebook, Twitter, LinkedIn and YouTube.