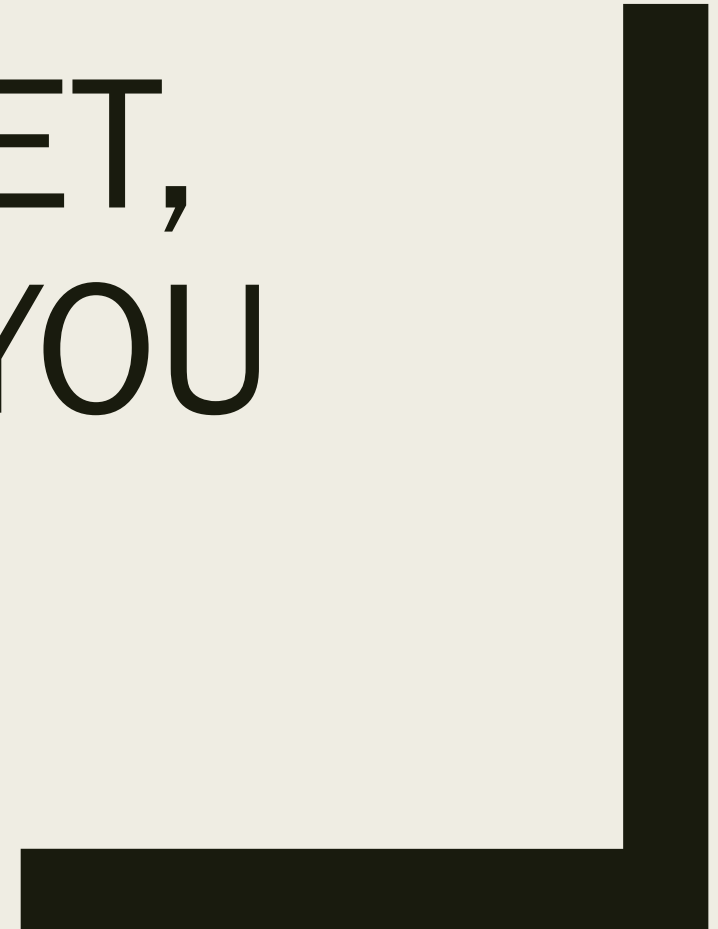




# THE INTERNET, ETHICS AND YOU

Laura E. Plummer, MA, CRC, ATP  
Technology Services Coordinator  
WESP-DHH



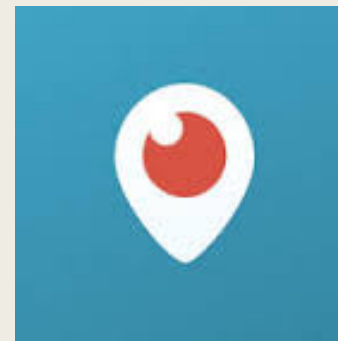
# Objectives

- Participants will be able to list three ethical principles from the CRC Code of ethics that apply to our use of social media.
- Participants will identify three common pitfalls of using the internet as part of their work.
- Participants will leave with a list of "do's and don'ts" for the use of the internet and social media within their daily work.

# The Good Old Days







# Social Media Defined

- Social Networking
- Publishing Media
- Content Sharing
- Microblogging
- Live Streaming
- Virtual Worlds
- Location “Management”
- Internet of Things

# \ 'e-thik \

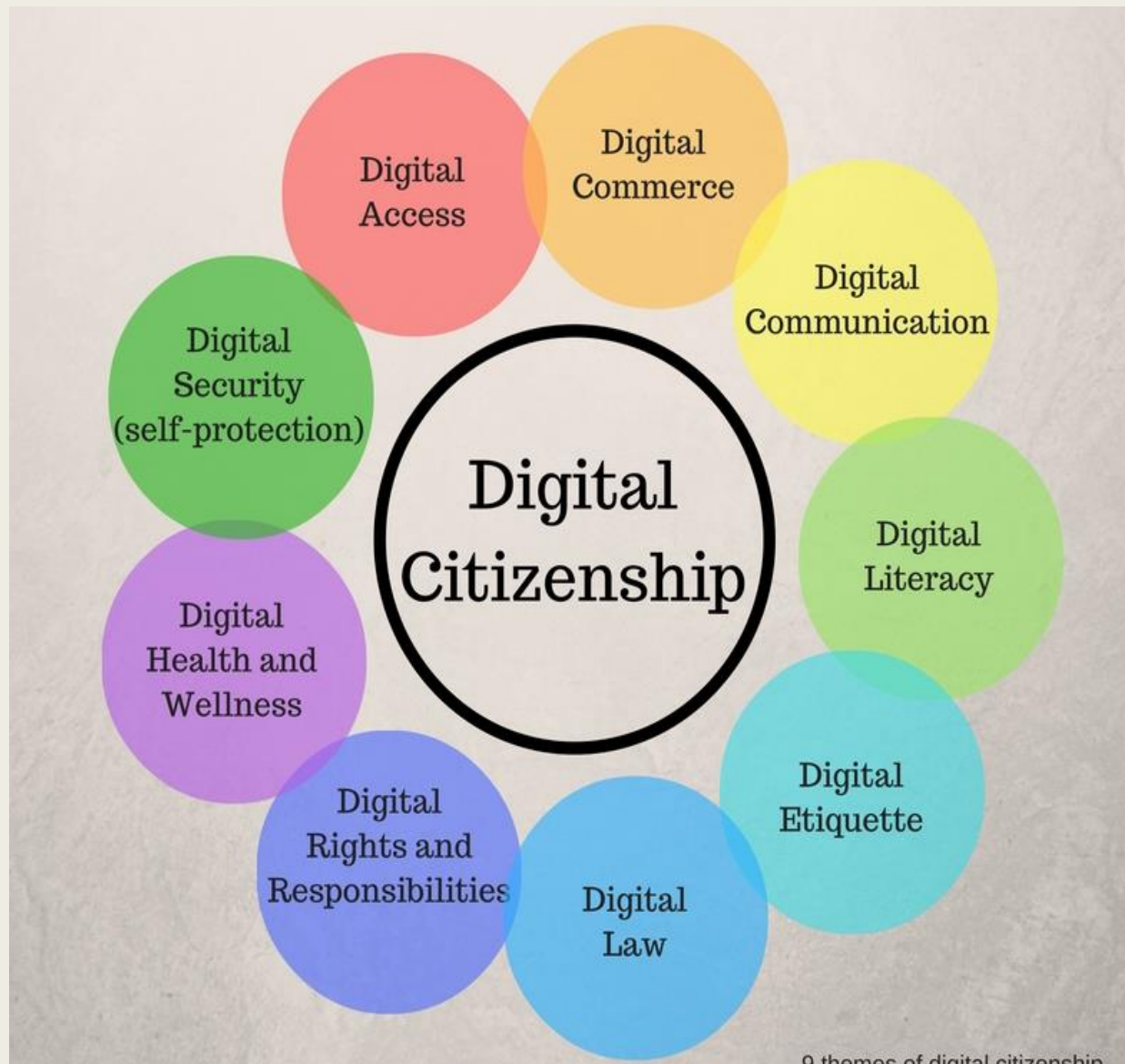
- the discipline dealing with what is good and bad and with moral duty and obligation
- the principles of conduct governing an individual or a group
- a guiding philosophy

# CRC Code of Ethics

- The Counseling Relationship
- Confidentiality, Privileged Communication, and Privacy
- Advocacy and Accessibility
- Professional Responsibility
- Relationships with Other Professionals
- Forensic and Indirect Services
- Evaluation, Assessment, and Interpretation
- Teaching, Supervision, and Training
- Research and Publication
- Technology and Distance Counseling
- Business Practices
- Resolving Ethical Issues

[http://www.crccertification.com/pages/crc\\_ccrc\\_code\\_of\\_ethics/10.php](http://www.crccertification.com/pages/crc_ccrc_code_of_ethics/10.php)





<http://fitefuaite.com/journal/comhra/engaged-digital-citizenship/>

# Social Media Goals



# Personal Social Media Goals

- Connect with friends
- Share details of your life
- Try new sites
- Develop skills
- Self Promotion
- Make plans
- Cat videos



# Professional Goals

- Networking
- Marketing – agency/business
- Professional Promotion
- Information/Resources
- Distraction



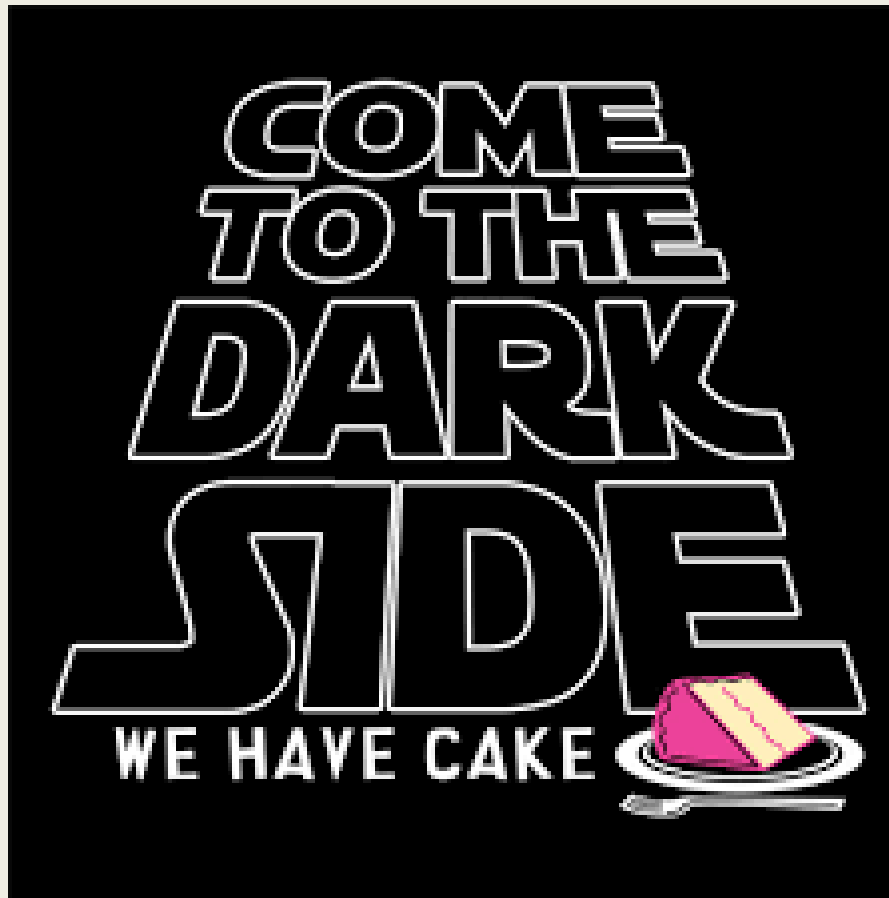
# Social Media and You

- Personal or Professional: Which is it gonna be? Can you mix the two?
- Platform: Which is it gonna be? Why? Multiple?
- Image: What do you want to project or portray?
- Who: Who or what are you trying to reach?
- Posts: What is the message you want to convey and how will you do it?
- Interaction: One way or two way communication



# It's a Small World





# Boundaries

- Beware of who or what you connect with
- Can I remain objective if I learn something through social media
- Connections with colleagues via personal social media: yeah or nay?
- Past clients



# Security

This might be a phishing message and is potentially unsafe. Links and other functionality have been disabled. Click here to enable functionality (not recommended).

From: PayPal [service@paypal-australia.com.au] : 24 AM  
To: [redacted]  
Cc: [redacted]  
Subject: Your account has been limited

**1. Fake sender domain.  
(not service@paypal-australia.com.au)**

**2. Suspicious Subject and content.**

**3. Bad grammar**

**4. Hovering over link reveals suspicious URL.**

**PayPal™**

**How to restore your PayPal account**

Dear PayPal member,  
To restore your PayPal account, you'll need to log in your account.

It's easy:

1. Click the link below to open a secure browser window.
2. Confirm <http://69.162.70.169/ppau/> the account, and then follow the instructions.

[Click to follow link](#)

[Log in your account now](#)

PayPal Email ID PP32260008777636

# Immediacy



# Tech Skills

- Privacy settings
- Location Management
- Cached web information
- Be thorough

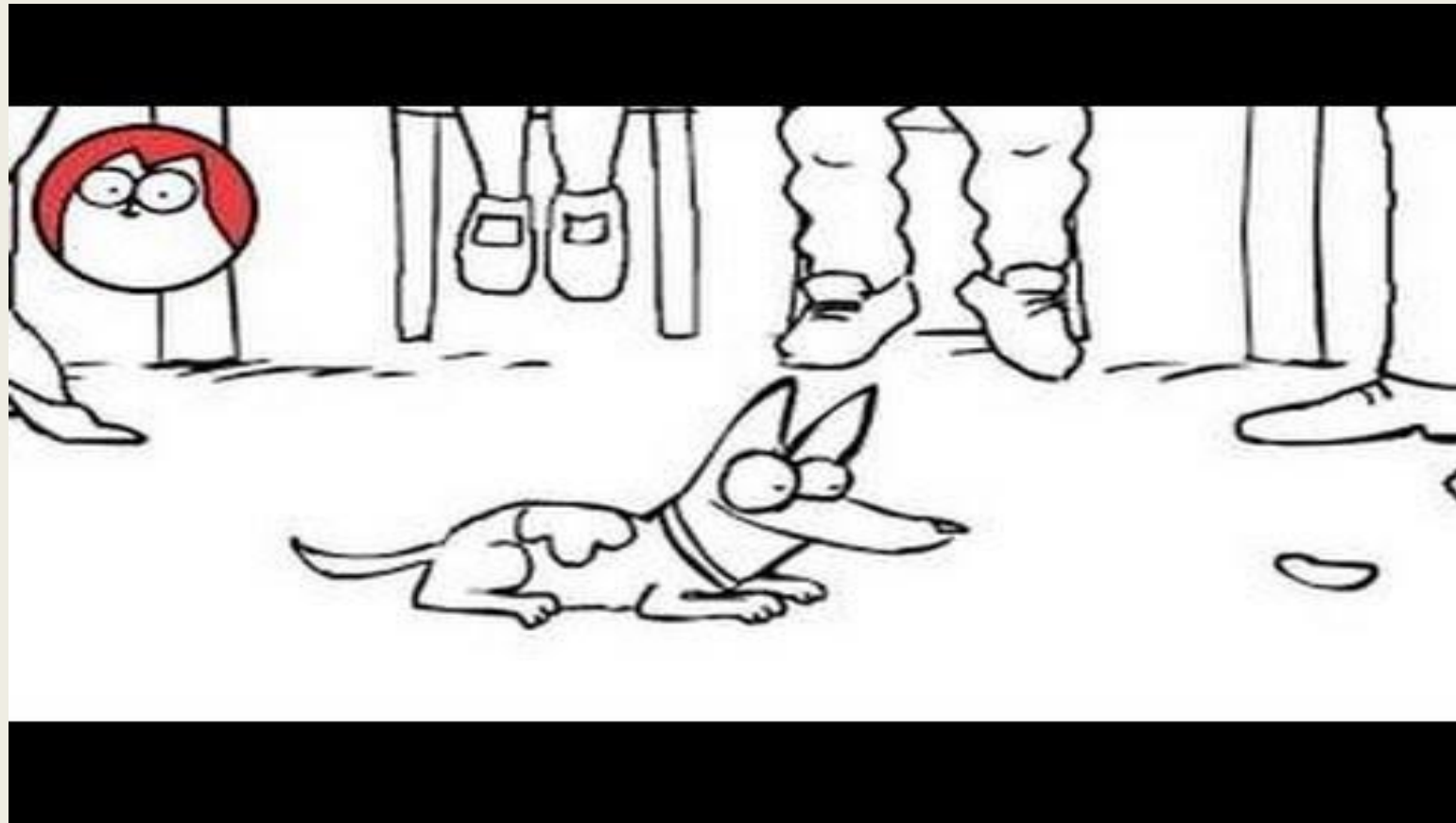


# Liability and Risk

- Accidental disclosure of personal information (group home example)
- Location disclosure (GPS, check-ins, etc.)
- Language used (even on personal social media)
- Photos used (even on personal social media)
- What is included in the consumer/client's record?



# Over Indulgence



<https://youtu.be/NQCwHluBqFc>

# Best Practices

- Protect your own privacy
- Protect the privacy of others
- Be honest
- Respect intellectual property rights
- Respect your audience, agency, community
- Admit mistakes AND CORRECT THEM IMMEDIATELY
- Think about the consequences / avoid controversy
- Think about your day job 😊

Questions?  
Laura Plummer  
[laura.plummer@wesp-dhh.wi.gov](mailto:laura.plummer@wesp-dhh.wi.gov)



All images sourced from [www.images.google.com](http://www.images.google.com)