THE INTERNET, ETHICS AND YOU

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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


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- 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

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]
To: [recipient email]
Cc: [if applicable]
Subject: Your account has been limited

PayPal

How to restore your PayPal account:

Dear PayPal member,

To restore your PayPal account, you’ll need to log in to your account.

It’s easy:

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

PayPal Email ID PP32260008777636

Hovering over link reveals suspicious URL.

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.
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?
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