

THE INTERNET, ETHICS, AND YOU

WHAT DOES YOUR DIGITAL FOOTPRINT LOOK LIKE?

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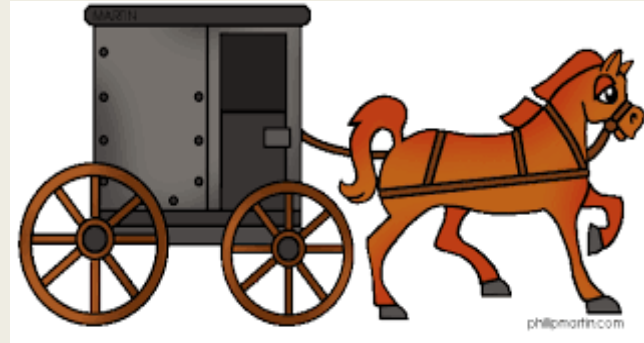


LEARNING OBJECTIVES

- List three ethical principles from the CRC Code of ethics that apply to our use of social media.
- Identify three common pitfalls of using the internet as part of your work.
- Compile a list of at least four “dos and don’ts” for the use of the internet and social media within your daily work.

Session Code: ET-02

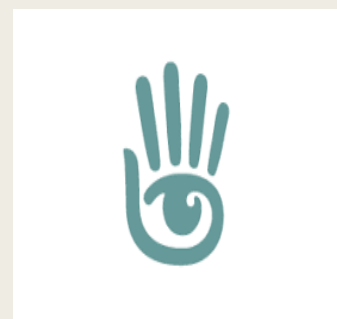
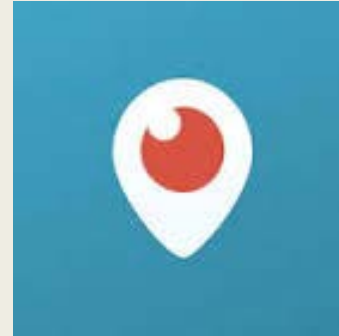
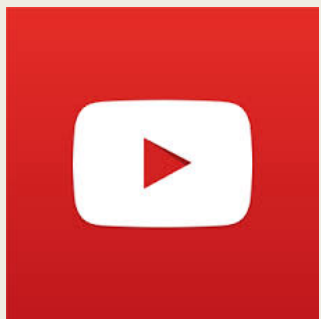
LONG, LONG AGO





NOW





Social Media – All Types

- Social Networking
- Publishing Media (Websites)
- Content Sharing
- Microblogging
- Live Streaming
- Virtual Worlds
- Location “Management”

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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

http://www.crccertification.com/pages/crc_ccrc_code_of_ethics/10.php

Social Media Goals



Personal Social Media Goals

- Connect with friends
- Share details of your life
- Try new sites / apps
- Develop skills
- Cat videos



Professional Goals

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



Social Media and You



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

Digital Footprint

WHAT IS IT?



Digital Footprint

- YOUR pages
- YOUR photos
- YOUR messages
- YOUR browsing history
- YOUR likes and clicks
- YOUR locations
- EVERYTHING YOU DO



HOW LONG DOES IT LAST?



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Signs of the social networking times.

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

Tech Skills (aka Digital Literacy)

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



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:
Subject: Your account has been limited

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

2. Suspicious Subject and content.

PayPal™

How to restore your PayPal account

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

3. Bad grammar

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](#)

4. Hovering over link reveals suspicious URL.

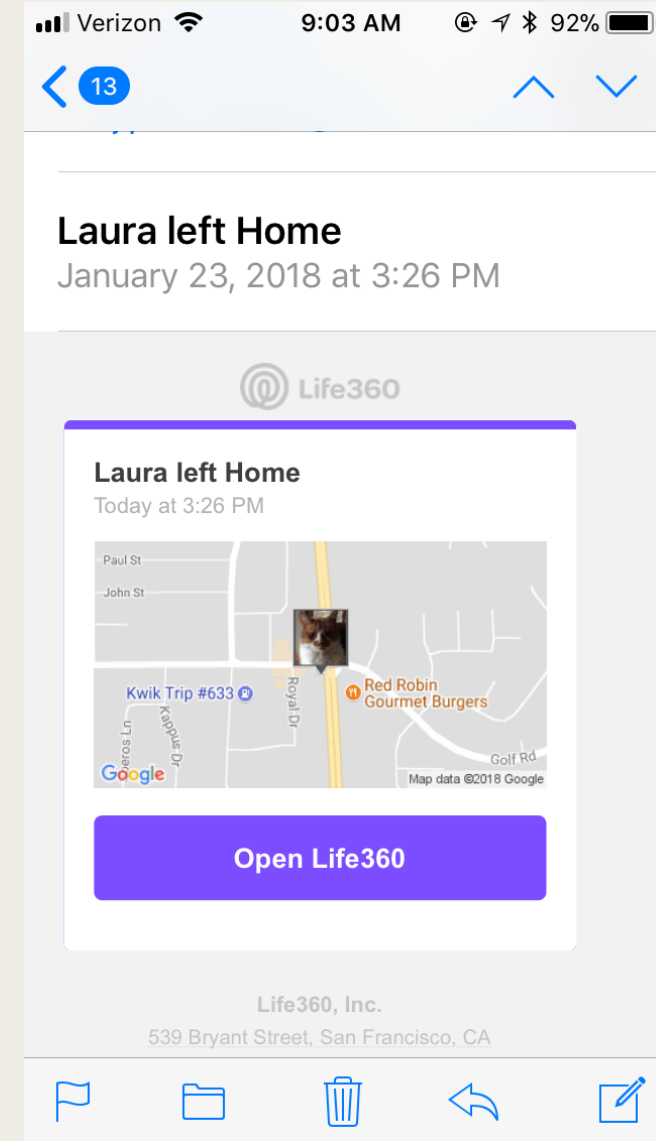
PayPal Email ID PP32260008777636

Immediacy

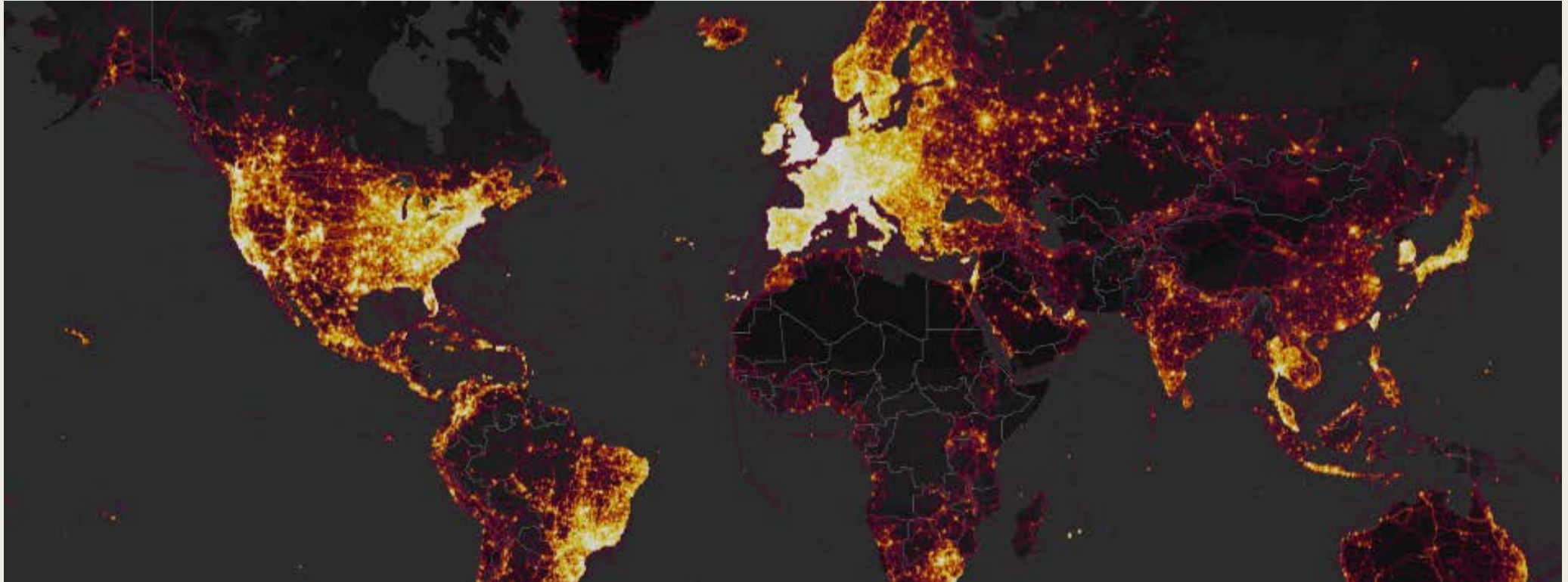


Liability and Risk

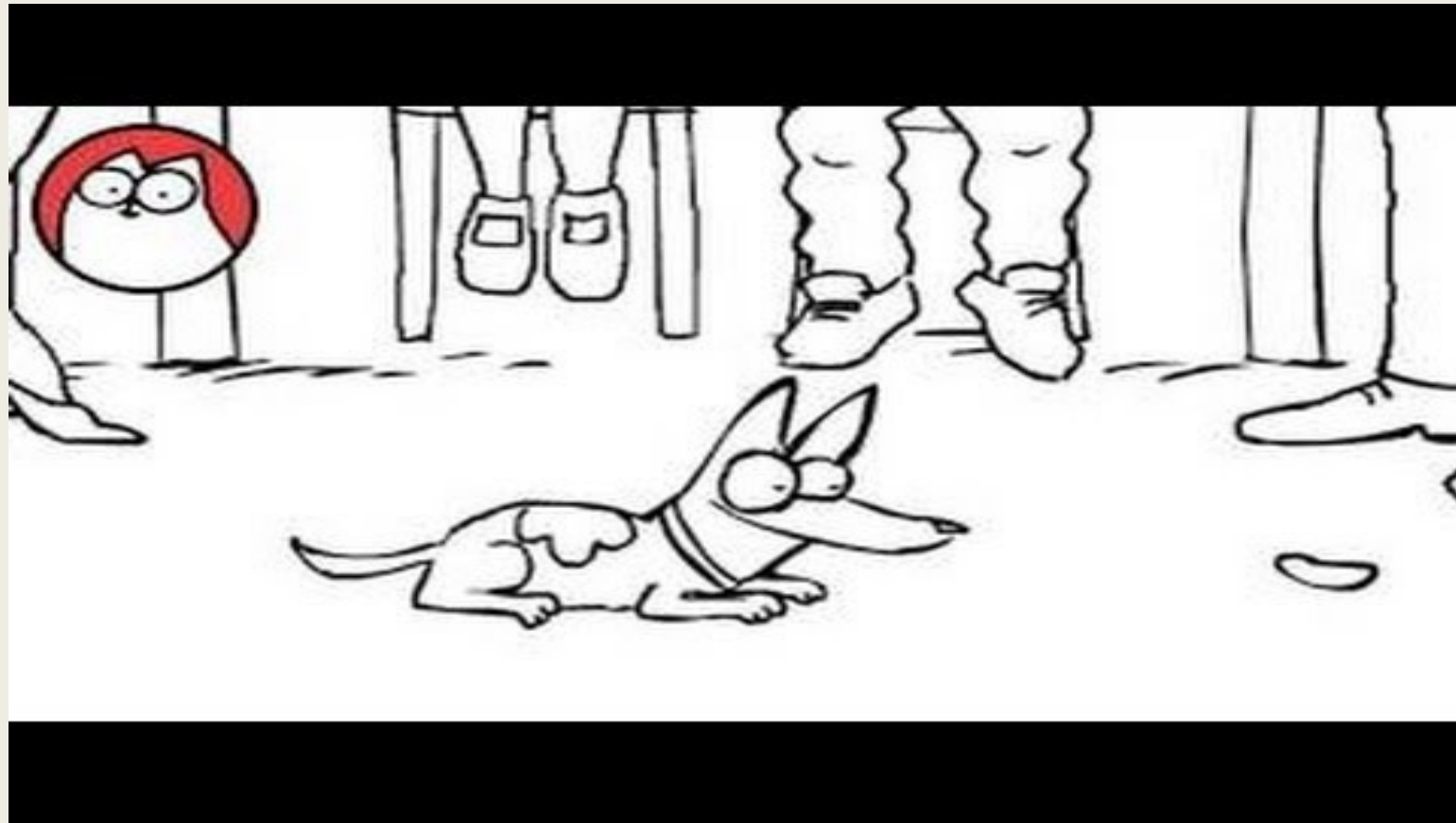
- Accidental disclosure of personal information (group home example)
- Location disclosure (GPS, check-ins, etc.)
- Language used (even on personal social media)
- Photos used (even on personal social media)
- What is included in the consumer/client's record?



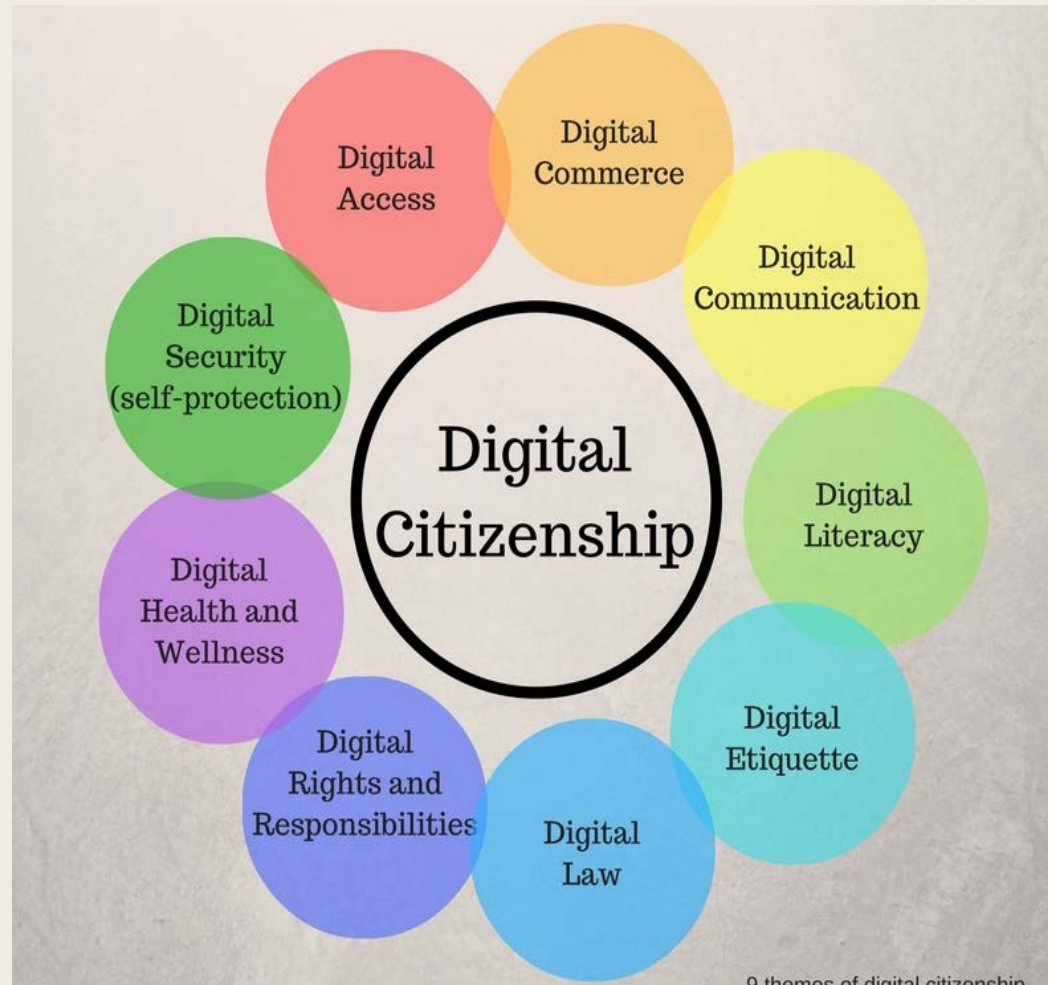
Privacy



Over Indulgence



<https://www.youtube.com/watch?v=NQCwHluBqFc>



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

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 😊

Pop Quiz





Laura Plummer
Just now · 🔒

Wow, look at this lady work!

📍 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment

Write a comment... 🗨️ 📷 GIF 🗨️

Just because you CAN doesn't mean you SHOULD

Questions?

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