THE INTERNET, ETHICS, AND YOU
WHAT DOES YOUR DIGITAL FOOTPRINT LOOK LIKE?

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AzTap July 2018
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
Social Media – All Types

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

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'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

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?
Unemployable due to stupid personal stuff I put on my facebook page.

Me too!

For me, it was an embarrassing YouTube video.

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
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

10 YEARS AGO

Now

43% unread emails

Ding!! You've got mail!!!
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?

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Privacy
Over Indulgence

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

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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

Staff meeting hangover. Six hours of non-productivity!
Wow, look at this lady work!
Just because you CAN doesn’t mean you SHOULD

Questions?
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