To Friend or Not To Friend…That is the Question!

JONATHAN WOODS RN, MSN, NE-BC

Presentation Objectives

- Participants will identify strategies to avoid social media pitfalls and risks that face healthcare professionals in today’s workplace.
- Participants will identify the differences between boundary crossings and boundary violations.
- Participants will identify 3 at-risk groups most vulnerable to boundary violations.

Speaker Disclosure

- I have nothing to disclose, nor conflict of interest, bias, or intent to discuss off-label use.
Back to Basics

The National Council of State Boards of Nursing (NCSBN) defines professional boundaries as “the space between the nurse’s power and the client’s vulnerability.”

3 Categories of inappropriate behaviors

- Boundary Crossing: Generally harmless, but have the potential to lead to more serious boundary concerns.
- Boundary Violation: Non-therapeutic boundary crossings that is unprofessional and can cause harm.
- Sexual Misconduct: Forbidden behavior that can be one of the most serious failures of the nurse’s responsibility for the well-being of the patient.

Trouble in the making.....

Nurses must be cognizant about the specific differences between their role as a healthcare professional and a role that is more personal and social in nature.
The 7 themes related to professional boundaries

1. Dual relationships/role reversal
2. Gifts and money
3. Excessive self-disclosure
4. Secretive behavior
5. Excessive attention/over-involvement
6. Sexual behavior
7. Social media
Active Users of Key Global Social Platforms

Based on the most recently published monthly active user accounts for each platform, in millions.

Social Network
- Messenger's data is not included.

Sources: We are social analysis: Latest company earnings released, press releases or media statements; reports in reputable media as of January 2017.

*Note: Tumblr has not published user figures in the past 12 months, so figures may be out of date or less reliable.

**Note: Snapchat does not publish monthly active user data, the figure used here was reported by Business Insider in June 2016, based on daily active users.

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As of this morning, the Facebook community is now officially 2 billion people!

We’re making progress connecting the world, and now let’s bring the world closer together.

It’s an honor to be on this journey with you.

We don’t have a choice on whether we do social media, the question is how well we DO it.

— Erik Qualman
What Social Media Posts Keeps Your Privacy Officer Up At Night?

- Anything with a photo of a patient
- The well-meaning breach
- The rant
- The failed attempt at anonymity
- The HIPAA problem and dignity problem

Examples of Social Media issues

- Nurse posted about an alleged cop-killer that she cared for.
- Two ER nurses took pictures of x-rays showing a sex device lodged in the rectum of a patient and posted it on social media...
- A child life specialist friended the parents of a pediatric organ donor and then began babysitting for the family outside of work.

Examples of Social Media issues

- A pediatric nurse took a photo of infant twin girls in separate beds seemingly reaching out for each other and posted it to her Snapchat story with a cute quotation.
- A nurse friended a teen sickle cell patient that was a “frequent flyer” patient…and eventually offered to have the teen come live with her when she began arguing with her legal guardian.
- A NICU RN took a picture of an infant’s first breastfeeding moment for the mom’s keepsake, but then placed extra copies on coworkers’ lockers as gag gifts and posted a pic of her “prank” on social media.
Purpose of a Social Media Policy

- To provide clarity and structure in order to develop education.
- To outline disciplinary steps for violations to the policy that protect the organization in litigation (reactionary).
- To provide direction for staff members to understand what is expected of them.
- It is not capable of controlling or eliminating the misuse of social media.

Key Elements for your Social Media Policy

- Outline employee training/self awareness/social media training must occur upon initiation of the policy and annually.
- Clearly identify disciplinary measures.
- Require immediate notification.
- Outline confidentiality & non-retaliatory measures for reporting employees.
- Align with employee rights (NLRB laws)

Turn Policy into Culture

- Clarify appropriate scope of employee use.
- Post the policy on the website, and update annually at a minimum.
- Require separation.
- No expectation of privacy.
- Share policy during interview process.
- Review on day 1 of employment.
- Consistent enforcement of the policy translates to the effectiveness of the policy.
The Power of Influence

If you are asking how to make a social media policy that controls or stops employee use of that medium, then you are asking the wrong question.....
You should be asking yourself how do you as a leader leverage your influence in a manner that guides others to use social media in a responsible, thoughtful, and professional way.
Then you can be confident that the policy is being followed even in your absence.
- Ben Woods

Does Social Media belong in Healthcare?

I'd like to speak to you for a moment, not as your psychiatrist, but as your Facebook friend.

Sending Mixed Messages
Prevention

- Education is the most effective means of equipping staff with the knowledge of the inherent risks and the responsibilities that come with the privilege of being a nurse.
- Self Awareness / Discernment
- This training should be embedded in undergraduate education and continue throughout the RN’s career.

Social Media’s Role in Boundary Issues

Social Media creates a forum that nurses are increasingly using for personal and professional communications, education, and expression of feelings which easily leads to oversharing.
Social Media Considerations

“Nurses must recognize that it is paramount that they maintain patient privacy and confidentiality at all times, regardless of the mechanism that is being used to transmit the message, be it social networking or a simple conversation. As licensed professionals they are legally bound to maintain the appropriate boundaries and treat patients with dignity and respect.”

- NCSBN Board of Directors President Myra A. Broadway, JD, MS, RN, Executive Director, Maine State Board of Nursing
Check Your Own Bias…

Whatever your stance is on social media and what boundaries should be set...understand that to this generation, it is viewed as just as authentic as sitting down for coffee with someone.

Of course they will still want to do that, that's human, not generational...but the connection is in place because it gives a window into their world.

- Ben Woods

Professional Resources

“Social Media can be a powerful tool, one with the potential to enhance or undermine not only the individual nurse’s career, but also the nursing profession.”
ANA President Karen A. Daley, PhD, MPH, RN, FAAN.

- ANA & NCsBN® Release Social Media White Paper:
  https://www.ncsbn.org/ProfessionalBoundaries_Complete.pdf
  https://www.ncsbn.org/professional-boundaries.htm
- ANA Code of Ethics

Questions?

Contact Info: Jonathan Woods, RN, MSN, NE-BC
Jonathan.Woods@Carle.com
References


References continued...


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