



Department of
Rehabilitation Science
and Technology

**Continuing
Education**

School of Health and
Rehabilitation Sciences
University of Pittsburgh



Social Networking Tools and Ethics for Rehabilitation Professionals

VA-PRAT 10th Virtual Grand Rounds

Presenter:
Ashli Molinero
September 16, 2011

Social Media (SM) & Rehabilitation Professionals

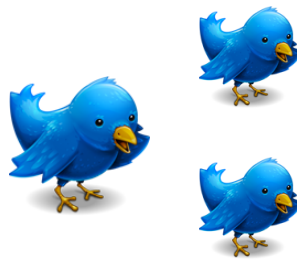
- Social networking tools
- Benefits
- Risks
- Professional Codes of Conduct and
Organizational Policies



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Social Networking (SN)

- Information Sharing Through On-line Relationships



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Popular Social Networking Sites

twitter

facebook

Linked in



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Benefits

- Rich information, broad yet targeted audience
- Education
- Advocacy



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Rich Information for a Broad Audience

- Social networking enables sharing rich information with a broad but targeted reach. Many individual users with disabilities, disability organizations, advocates, clinician and professionals use these tools in their everyday lives.



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Closing the “Knowledge to Action Gap”

- The existing AT community of practice has contextual and tacit knowledge cultivated through experience of developing, prescribing, providing and using assistive technologies
- Sharing these experiences through social networking can be beneficial for closing the “knowledge to action gap” or getting “research into practice”



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Social Media Campaign

- By targeting the FaceBook and Twitter users, a social media campaign creates a means to share work beyond the research community with people who do not attend professional conferences or workshops or would not read professional journals.



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RERC WTS “Friends”

- Countries: United States, Canada, United Kingdom, Taiwan, Ireland, Mexico, Indonesia, Spain, India, South Korea, Brazil, Pakistan, Peru, Netherlands, Singapore, Malaysia, France
- Languages: English (US & UK), Spanish, Dutch, Traditional Chinese (Taiwan), French (France), Portuguese (Brazil)



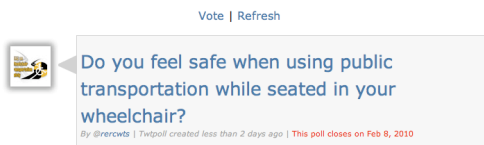
(3/25/11)



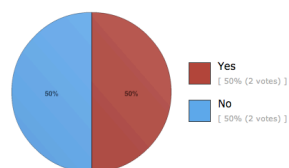
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Social Media Campaign Tools

- Twitter
- FaceBook
- YouTube
- LinkedIn
- TwitPoll
- Ping.fm



Total: 4 votes



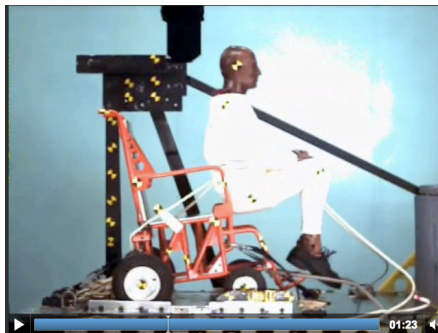
What We Shared

- Professional News Media Attention: A Los Angeles television station conducted a special investigation on wheelchair users and public transportation in which the RERC WTS was a contributor
- Standards Information: RERC work in standards development, especially RESNA WC19, and listings of standards compliant products
- Additional Resources: Resources for school bus transportation safety, the ADA and wheelchair transportation, etc.
- Publications: A series of articles prepared for Exceptional Parent magazine and information regarding our journal articles.



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Wheelchair Crash Test Videos



joshvandervies I have often wondered how wheelchairs are crash tested for vehicle use @RERCWTS Thanks for the great link <http://bit.ly/7RjhYS> (2nd half)

8:52 PM Jan 8th from web



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Ride Safe Brochure

- Explains Crash-tested Wheelchairs & Seating Systems, how to properly secure wheelchairs and use occupant restraints
- In English and Spanish



When traveling in a motor vehicle, it is generally safest for wheelchair users to transfer to a vehicle seat and use the vehicle seatbelt system or a child safety seat that complies with federal safety standards. The wheelchair should then be stored and secured in the vehicle.

If transferring is not feasible, it is very important to secure the wheelchair to the vehicle facing forward and to use crash-tested seatbelts for the wheelchair-seated rider.



START WITH THE RIGHT EQUIPMENT

The Wheelchair

It is best if you have a wheelchair that has been designed and tested for use as a seat in motor vehicles, often referred to as a WC19 wheelchair or a transit wheelchair. These wheelchairs comply with ANSI/RESNA WC19, a voluntary standard developed by safety and rehabilitation experts. Wheelchairs that meet the design and performance requirements of this standard will be labeled to show that they comply with WC19.

Most importantly, a WC19 wheelchair has four, crash-tested securement points where tiedown straps and hooks can be easily attached. These points are clearly marked with a hook symbol.

If a WC19 wheelchair is not available, the next best choice is a wheelchair with an accessible metal frame where tiedown straps and hooks can be attached at frame junctions.



The Wheelchair Tiedown and Occupant Restraint System (WTORS)



It is important to use a complete WTORS to secure the wheelchair and provide the wheelchair occupant with a properly designed and tested seatbelt system.

Always use a WTORS that has been crash tested and labeled as complying with SAE J2249, a voluntary standard developed by safety and rehabilitation experts. The most common type of wheelchair tiedown uses four straps to secure the wheelchair to the vehicle. Although it requires someone other than the wheelchair rider to secure and release the wheelchair, this tiedown can secure a wide range of WC19 and non-WC19 wheelchairs.

To protect the rider during a crash or sudden braking, and to minimize the likelihood of injury caused

Internet Life

- Information
- Communication
- Education
- Shopping
- Banking



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Paradigm Shift

- “The Social Web is not just a fad; it is a fundamental shift in how humans communicate, interact, collaborate, create, inform themselves, prioritize, organize, buy, sell, and play.”

– *ResearchandMarkets, June 15, 2011*



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Web 2.0 - Internet Life Today

- How we use the Internet to get and share information has changed
 - User generated content
 - Blogs, wikis, social networking sites (i.e. FaceBook, Twitter, YouTube) make it so you don't need to be a web developer to share your information
 - It is MUCH easier to put information on the web



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Time Spent On Mobile Apps Has Surpassed Web Browsing

- Gaming (47%), Social Networking (32%) News (9%), Entertainment (7%) and other (5%)
(Flurry, May 2011)



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The Social Life of Health Information

- “The social life of health information is robust. Half of all online health inquiries (52%) are on behalf of someone other than the person typing in the search terms.
 - 2/3 of e-patients talk with someone else about what they find online, most often a friend or spouse.”
 - 39% of e-patients use social networking sites
 - 12% of e-patients use Twitter or another service to share updates about themselves or to see updates about others
- (Social Life of Health Information, PEW, 2009)



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Benefits for Rehab Professionals

- Stay up to date with professional organizations
 - Job boards
 - Continuing ed Info
- Share information related to disability research and clinical best practices
 - Knowledge translation (KT) campaigns, Public Service Announcements, Product Demos, Instructional Videos
- Advocacy for people with disabilities
 - Story telling



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A Potential Social Network

- Professional Organizations
- Hospital and Rehabilitation Facilities Staff
 - (clinicians and admins)
- Research Organizations & Groups
- AT Manufacturers & Suppliers
- Disability Rights Organizations
- Disability Advocates
- **AT USERS/Consumers** 



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Assistive Technology Users & Information

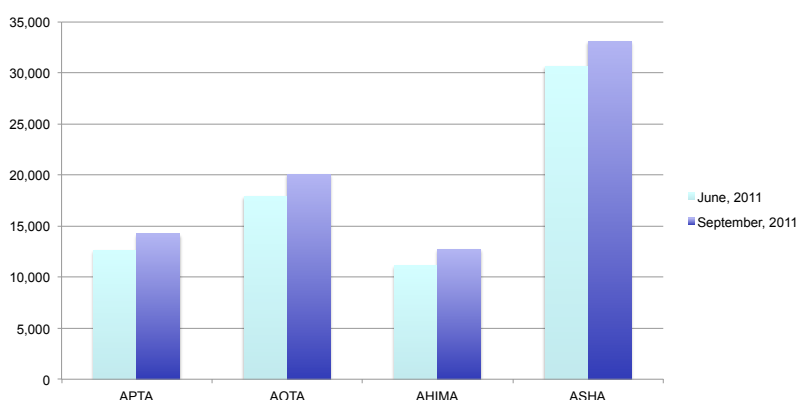
- Even though information people with disabilities receive is helpful in making AT decisions, they reportedly receive little information regarding assistive technologies or how to obtain them

(Carlson & Ehrlich, 2005)



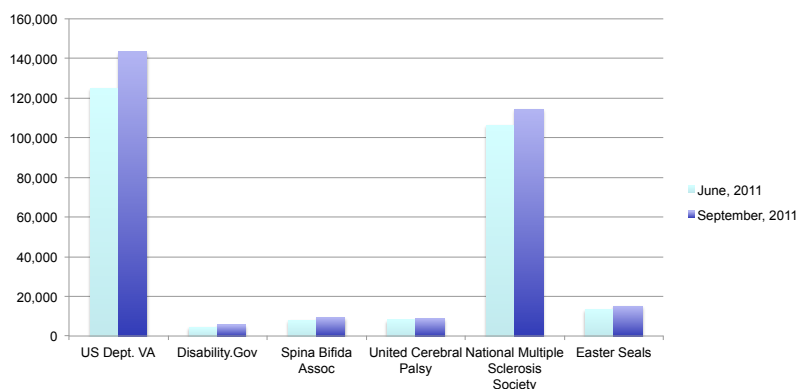
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Professional Organizations on FaceBook



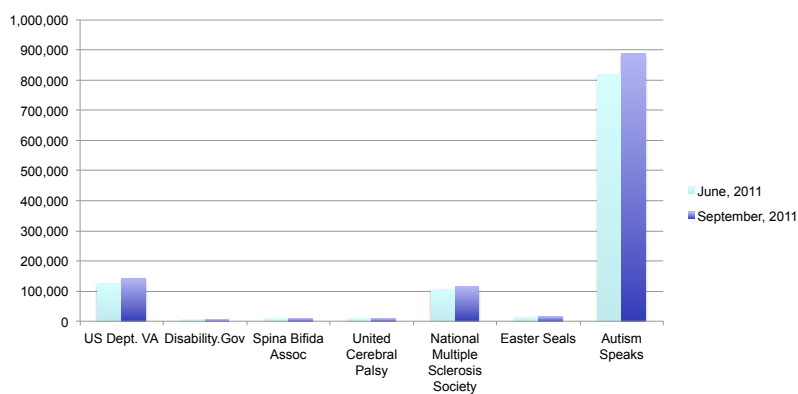
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Other Organizations on FaceBook



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Other Organizations on FaceBook



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U.S. Hospital Social Network List

- 906 Hospitals
- 448 YouTube Channels
- 719 FaceBook pages
- 674 Twitter Accounts
- 439 LinkedIn Accounts
- 693 Four Square
- 106 Blogs
- TOTAL: 3,087

(Bennet, 2011)



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Examples of What They Share

- Professional Orgs (AOTA, APTA, ASHA, AHIMA, ARCA)
 - Career centers
 - Podcasts
 - CEUs/CRCCs
- Disability Orgs/Advocacy Groups
 - Latest research
 - Recurrence prevention (Spina Bifida folic acid campaign)
 - Patient education
 - Personal stories- videos
 - Brochures, videos, PSAs translated into Spanish
 - Support networks



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- **“U.S. Department of Veterans Affairs** With an east coast earthquake in the middle of hurricane season, remember that, no matter where you are, one of the best ways to get timely information about your local VA in an emergency is from its FaceBook page or Twitter feed. All VA medical centers will have them up and running by the end of the year...”
– (FaceBook post, Tuesday, August 23, 2011)



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VA Social Media Directory

- Direct links to all VA organizations using FaceBook, Twitter, YouTube, Flickr, and blogs
- More than 150 VA social networking sites



<http://www.va.gov/opa/SocialMedia.asp>



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Communities of Practice for AT



"...groups of people who share a concern, a set of problems, a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis."

(Wenger, McDermott, & Snyder, 2002, p. 4)



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However...

- Online relationships can create ethical dilemmas for rehabilitation professionals



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Professional Responsibility

(in addition to meeting clinical needs)

- Protect
 - Your Client
 - Yourself
 - Your Profession
 - Your Organization
 - Your Intellectual Property
- Educate
- Advocate



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Social Networking Issues

- Technical
- Cultural
- Professional
- Ethical
- Legal



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Concerns for Rehab Professionals

- Privacy
- Confidentiality
- Intellectual Property
 - Patents and Disclosure
- Copyright
- Dual Relationships
- Supervisor/Subordinate Relationships



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Professional Code(s) of Conduct

- Can guide you
- May or may not address social networking
 - Some have been updated to address technology- ie. Rehabilitation Counseling



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Social Networking, Policies & Organizations

- Need to formally address the use of social networking
- Protections for organizations
- Patents and intellectual property disclosure



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Social Networking Policy Guidelines

- Make your affiliation obvious
- Make a statement that these are your views, not the company's, similar to an email disclosure statement
- Protect intellectual property, trade secrets, product designs, etc.
- Respect your audience- clients, vendors, colleagues, etc.
- Don't plagiarize
- Follow copyright law
- Know the site's "Terms of Service"
- Know how to set the privacy settings
- Don't offer information or advice outside of your expertise
- Refer to company policies



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VA Directive 6515: Use of Web-Based Collaboration Technologies

- Establishes VA policy on the proper use of social networking tools
- VA endorsement of the use of social media tools “... to enhance communication, stakeholder outreach collaboration, and information exchange; streamline processes; and foster productivity improvements.”
- Download: http://www.va.gov/vapubs/viewPublication.asp?Pub_ID=551&FType=2



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Privacy & Social Networking

- Know how to manage what you share
 - Each site has different privacy settings
- Be pragmatic and cautious



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- Share information with people you know
 - Photos
 - Videos
 - Interests- activities, news, political & religious views, social status, etc.



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FaceBook

- More than 500 million active users
- 50% of users log on any given day
- Average user has 130 friends and checks in daily
 - (FaceBook, March, 2011)
- Audience- 26 years or older
- Fastest growing demographic- women over 55yrs+
 - (InsideFaceBook.com, February, 2009)



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FaceBook Profile or FaceBook Page?

- A FaceBook Profile is for an individual
 - Send or receive a “friend request”
- A FaceBook Page is for a business
 - “Like” it
 - Knowing the difference is important because each has different restrictions for what you, as the admin, can see about your followers. Similarly, you can control what people see on your personal page (profile).



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Privacy Settings

- You can take precautions— know who can see what about you
- Visit your privacy settings often!
 - This should be done every time you hear about updates to FaceBook.
 - Consider having two profiles if you don't trust it.



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Profile Page

facebook Search Home Profile Account



Ashli Molinero [Edit Profile](#)

Has worked at University of Pittsburgh – School of Health and Rehabilitation Sciences
Studied at Robert Morris University From Bethel Park, Pennsylvania Add languages you know [Edit Profile](#)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

 Ashli Molinero was at Sheratons of Toronto.
10 hours ago via iPhone · Like · Comment · Tag Friends · Add Category

RECENT ACTIVITY

- "I said it before and I'll say it..." on Madison Gentile's status.
- "Onto the beach, buddy!" on Frankie Gentile's status.
- "Another pretty profile pic! xoxo" on Madison Gentile's Wall. · See Friendship

 Ashli Molinero
Oh, Canada!...made it. :)
11 hours ago · Like · Comment

[Kelly Gentile](#), [Josie Berson](#), [Kathy Doerzbacher-Signorini](#) and 3

People You May Know [See All](#)

 Shari Richards
5 mutual friends
[Add as friend](#)

Event Invitations [See All](#)

 Summer Cycle '11
Sunday, June 12
RSVP: Yes · No · Maybe

Sponsored [Create an Ad](#)

Shop Tory Burch Flats
toryburchofficial.com
Discount Tory Burch Flats, Last 3 Days Promotion Sale, Up to 50% OFF, Free Shipping & Fast Delivery, Shop Now!

Life After Spinal Cord Injury [SCI]
With more than 1300 friends, this peer group is a fun place for

Wall

[Info](#)

[Photos \(93\)](#)

[Notes](#)

[Friends](#)

Friends (329)

 Madison Gentile

 Heather Campbell

facebook Search Home Profile Account

 Ashli Molinero
[Edit My Profile](#)

[News Feed](#) [Messages](#) [Events](#) [Friends](#)

[Assistive Techn...](#) 27

[Coalition of Org...](#)

[Lovers of Middle...](#) 11

[SCI Peer Group @...](#)

[Western New York...](#)

[More](#)

[Game Requests](#) 6

[App Requests](#) 4

[More](#)

[Friends on Chat](#)

News Feed [Top News](#) · [Most Recent](#)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

 Cliff Notes
"It is easy in the world to live after the world's opinion; it is easy in solitude to live after our own; but the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude." -- Emerson
4 minutes ago · Like · Comment

 Debbie Carr and 7 other friends changed their profile pictures.
10 minutes ago

 Lee Woodruff
You watch--- that banana slug I call my college-aged son will sleep till noon, go to the gym, text a few friends, watch ESPN and leave his dish right by the sink! Thank HEAVENS to Betsy I love him and that his job starts next week!
34 minutes ago · Like · Comment

3 people like this.

[Write a comment...](#)

Upcoming Events [See All](#)

What's the event?

3 event invitations

[Birthdays](#): Kristin Palmer Bird, Robert Brand

People You May Know [See All](#)

 Michael Glabick
10 mutual friend
[Add as friend](#)

 Gabby Storino
4 mutual friends
[Add as friend](#)

Sponsored

Advertise on Facebook

Promote your business with active users developing online with

Other Friends

[Gretchen Altman Corrado](#)

[Jeanine M Kadrie](#)

[Perlage Wines](#)

[Wpts FM](#)

[Antonio Russo](#)

[Jennifer Leighty Eiben](#)

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facebook
Search
Home Profile Account

Ashli Molinero Edit Profile
View My Profile

Basic Information
Profile Picture
Featured People
Education and Work
Philosophy
Arts and Entertainment
Sports
Activities and Interests
Contact Information

Visit your privacy settings to control who can see the information on your profile.

Current City:
Hometown:
Bethel Park, Pennsylvania
I Am:
Female
Show my sex in my profile

Birthday:
May 10 1971
Don't show my birthday in my profile.

Interested In:
Women
Men

Languages:

About Me:
If you never did, you should. These things are fun, and fun is good. - Dr. Seuss
What is so funny about peace, love and understanding?
Save Changes
Christina Carvell

Chat
Friend Lists
Options
FAMILY
Heather Baroffio
Pitt
Cassie Kosco-Hrvatn
Other Friends
Amy Burgess-Bogaski
Amy Sterling Gruber
Michael M. Kadrie
Perlage Wines
Wpts FM
Antonio Russo
Chat (8)

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Search
Home Profile Account

Ashli Molinero Edit Profile
View My Profile

Basic Information
Profile Picture
Featured People
Education and Work
Philosophy
Arts and Entertainment
Sports
Activities and Interests
Contact Information

Visit your privacy settings to control who can see the information on your profile.

Religion:
What are your religious beliefs?
Description:

Political Views:
What are your political beliefs?
Description:

People Who Inspire You:
Who inspires you?

Favorite Quotations:

Save Changes
Christina Carvell

Chat
Friend Lists
Options
FAMILY
Heather Baroffio
Pitt
Cassie Kosco-Hrvatn
Other Friends
Amy Burgess-Bogaski
Amy Sterling Gruber
Antonio Russo
Michael M. Kadrie
Perlage Wines
Wpts FM
Chat (8)

Facebook © 2011 · English (US)
About · Advertising · Create a Page · Developers · Careers · Press

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facebook  Search Home Profile Account

Ashli Molinero > Edit Profile [View My Profile](#)

Emails: ashli@pitt.edu
 ashlimolinero@gmail.com
[Add / Remove Emails](#)


IM Screen Names: AIM
[Add another screen name](#)

Phones: Mobile Canada (+1)
[Add another phone](#)

Address:
 City/Town:
 Zip:
 Neighborhood:
 Residence:
 Room:
 School Mailbox:
 Website:

Visit your privacy settings to control who can see the information on your profile.

Chat
 Friend Lists Options
 FAMILY
 Heather Baroffio
 Pitt
 Cassie Kosco-Hrvatn
 Other Friends
 Amy Burgess-Bogaski
 Amy Sterling Gruber
 Michael M. Kadrie
 Perlage Wines
 Wpts FM
 Antonio Russo
 Chat (8)

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facebook  Search Home Profile Account

Ashli Molinero > Friends [Edit Friends](#)

Search by Name Type a friend's name

David Brienza
 Gayle Molinero
 Peter King
 Jamie King
 Christina Carvell
 Karen Johnston McCoy

Kelly Gentile
 Frankie Gentile
 Debbie Carr
 Linda Szczepanski
 Heather Campbell
 Maria Baroffio St. Vincent

Madison Gentile
 Molly Gaussa
 Patricia Ann Costantini
 Eva Bogdan
 Alexis Daniels Smith Collins
 Jen Tierney

People You May Know See All
 Justin Strong
 7 mutual friends
 Add as friend

Event Invitations See All
 Summer Cycle '11
 Sunday, June 12
 RSVP: Yes - No - Maybe

Sponsored Create an Ad
 MAGICWHEELS
 Maintain freedom. Don't let your wheelchair limit you. Get double power with 1/2 effort. Climb hills w/ no rollback.
 You like this.

Fun Rowing T-shirts!
 shop.cafepress.com.
 Get the best Rowing T-shirts you'll ever see!
 Shop Now

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facebook

Search

Home Profile Account

News Feed Top News · Most Recent

What's on your mind?

Jennifer Crooks Welch likes **non-gymbo and gap** and **Gym Gym Boree**.
6 minutes ago

Carnegie Museum of Art
2008 Carnegie International artist Susan Philips described her installation at the Museum of Art as, "...singing as 'a sculptural experience. [There's] your inner body space, and what happens when you project sound into a room.'" The Boston Globe writes about her latest installation here.

Susan Philipsz gives voice to art at Peabody Essex Museum
www.boston.com

SALEM — The Turner Prize, Great Britain's award for the best contemporary British artist under 50, has in the past prompted some head scratching for bestowing its awards to artists who push the bounds of our common conception of what is art. Martin Creed won in 2001 for "Work No. 227: The lights goi

10 minutes ago · Like · Comment · Share

The Huffington Post
Worms from hell!

Scientists Discover Multicellular Organisms, 'Worms From Hell,' Deep In Earth's Surface
www.huffingtonpost.com

Scientists have discovered the first multicellular life in the deep subsurface biosphere. In plainer terms: *the first discovered worms from hell!*

People You May Know
Kallee Maize 7 mutual friends Add as friend
Edgar Um 5 mutual friends Add as friend

Sponsored
Get The Q6 Edgel
q6edge.com
Get the Edgel Quantum R... a test drive what all the about. Enter code FBEDC t-shirt!

Chat
Friend Lists Options
FAMILY
Pitt
Other Friends
Amy Burgess-Bogaski
Cassie Kosco-Hrvatn
Jeanne Orlowski Bondi
Jennifer Perrine Luitw...
Anita Buzzy Prentiss
Asheville On Bikes
Carole Kadrie
Danyale Smith
Dave Solenday
Diane Blackburn
Jennifer Recker Davis
Jon Hart
Kristin Hensel Bartone
Laurie Henson
Linda Roth-Schanck
Michael M. Kadrie
Chat (17)

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facebook

Search

Home Profile Account

Friends + Create a List

Recently Interacted Search Friends

Christina Carvell

Christin Caputo Klausner

Christine Richtar DePasquale

David Brienza

Debbie Carr

Frankie Gentile

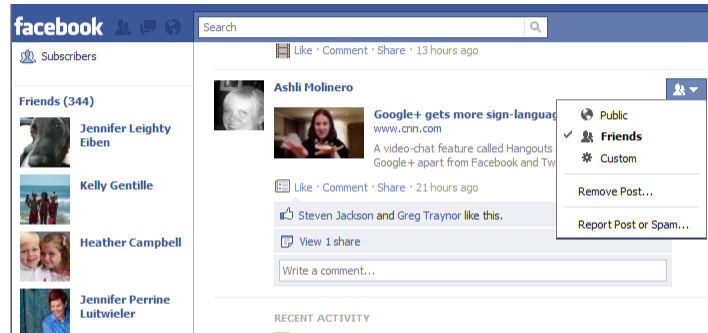
Gayle Molinero

Friends' Photo Albums Show More

Sponsored
Live Nation
Free Social D Theme
Get a free S...
Distortion t... Chat (14)

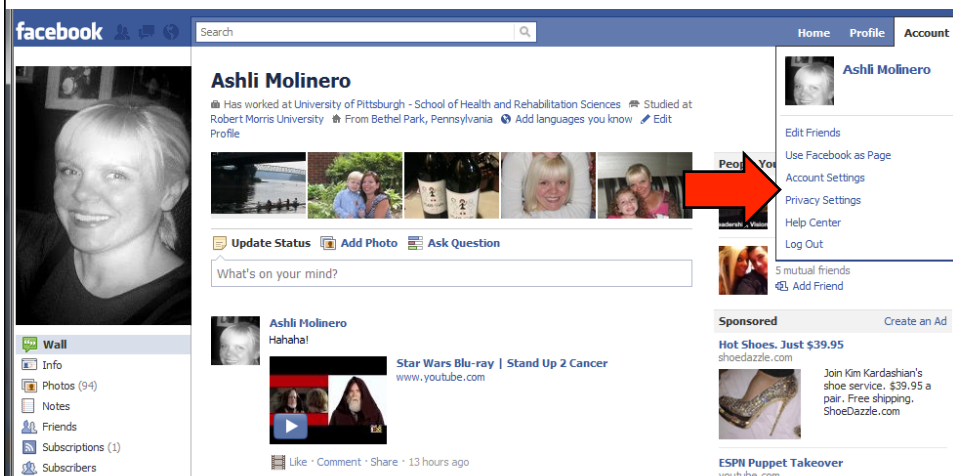
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Custom Privacy on Posts



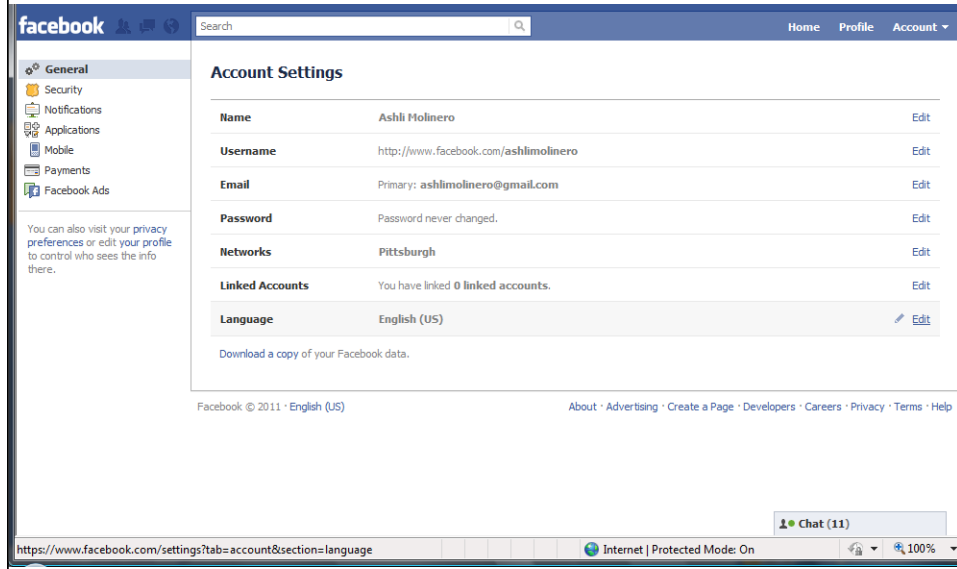
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Profile Page



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Account Settings- General

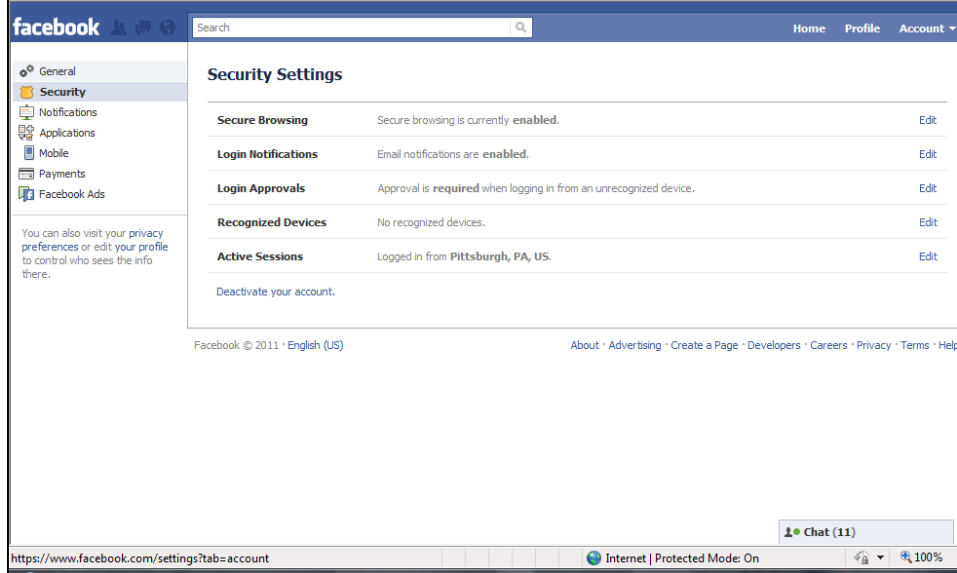


The screenshot shows the Facebook Account Settings page for the 'General' tab. The left sidebar contains a menu with 'General' selected, followed by 'Security', 'Notifications', 'Applications', 'Mobile', 'Payments', and 'Facebook Ads'. Below the menu is a note about privacy preferences. The main content area, titled 'Account Settings', lists various account details with 'Edit' links:

Name	Ashli Molinero	Edit
Username	http://www.facebook.com/ashlimolinero	Edit
Email	Primary: ashlimolinero@gmail.com	Edit
Password	Password never changed.	Edit
Networks	Pittsburgh	Edit
Linked Accounts	You have linked 0 linked accounts.	Edit
Language	English (US)	Edit

Below the table is a link to 'Download a copy of your Facebook data.' At the bottom of the page, there is a footer with copyright information and links to 'About', 'Advertising', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Terms', and 'Help'. A 'Chat (11)' button is visible in the bottom right corner of the page content.

Account Settings- Security

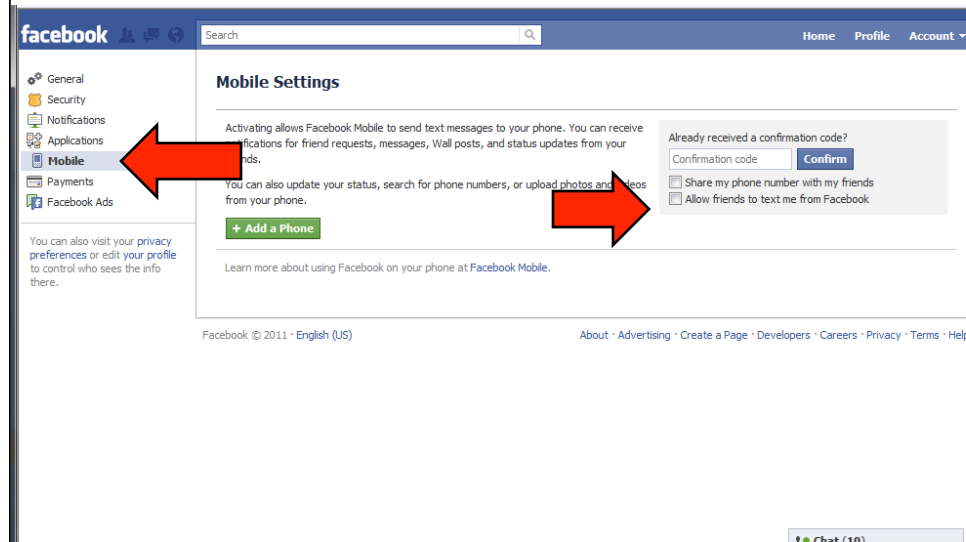


The screenshot shows the Facebook Account Settings page for the 'Security' tab. The left sidebar menu has 'Security' selected. The main content area, titled 'Security Settings', lists security-related settings with 'Edit' links:

Secure Browsing	Secure browsing is currently enabled.	Edit
Login Notifications	Email notifications are enabled.	Edit
Login Approvals	Approval is required when logging in from an unrecognized device.	Edit
Recognized Devices	No recognized devices.	Edit
Active Sessions	Logged in from Pittsburgh, PA, US.	Edit

At the bottom of the settings list is a link to 'Deactivate your account.' The footer and 'Chat (11)' button are identical to the previous screenshot.

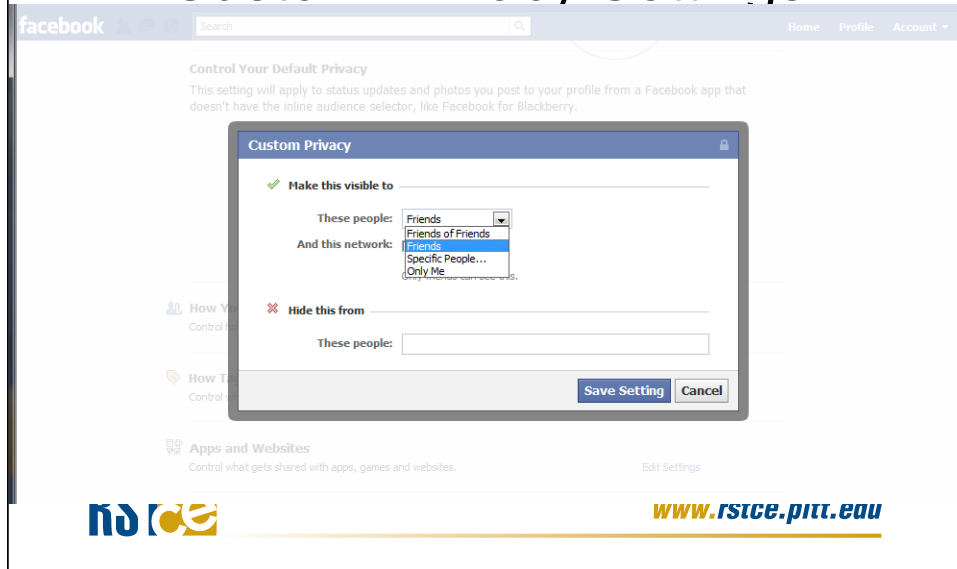
Account Settings



Privacy Settings



Custom Privacy Settings



The screenshot shows the Facebook 'Custom Privacy' dialog box. The 'Make this visible to' section is active, showing a dropdown menu with options: 'Friends', 'Friends of Friends', 'Public', 'Specific People...', and 'Only Me'. The 'And this network' section is also visible. Below, the 'Hide this from' section has a text input field. At the bottom are 'Save Setting' and 'Cancel' buttons. The background shows the Facebook interface with the 'Control Your Default Privacy' section.

facebook

Search

Home Profile Account

Control Your Default Privacy

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.

Custom Privacy

✓ **Make this visible to**

These people: Friends

And this network: Friends of Friends

Public

Specific People...

Only Me

✗ **Hide this from**

These people:

Save Setting Cancel

How You Connect

Control how you connect with people you know.

How Tags Work

Control what happens when friends tag you or your content.

Apps and Websites

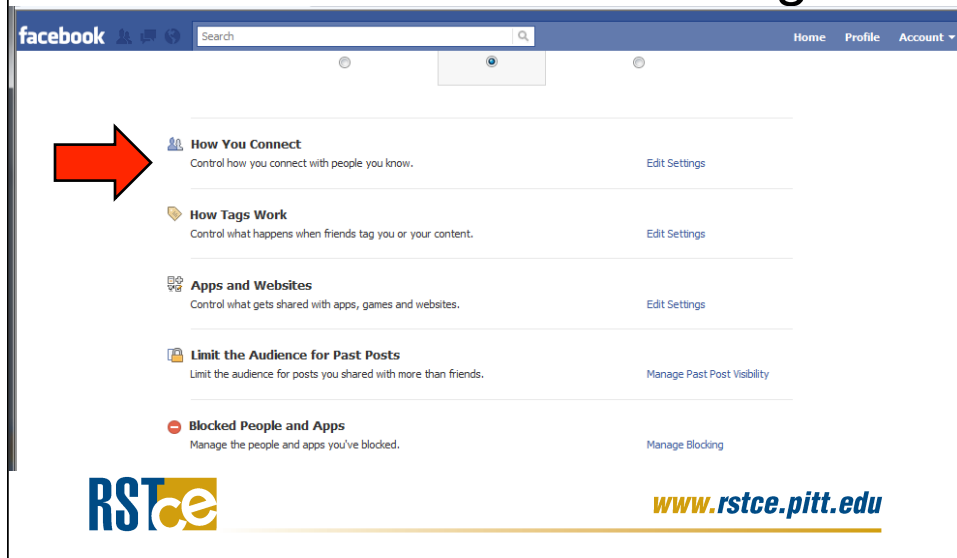
Control what gets shared with apps, games and websites.

Edit Settings

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How You Connect Settings



The screenshot shows the Facebook 'How You Connect' settings page. A large red arrow points to the 'How You Connect' section. The page lists several settings categories with their descriptions and links to edit settings.

facebook

Search

Home Profile Account

How You Connect

Control how you connect with people you know.

Edit Settings

How Tags Work

Control what happens when friends tag you or your content.

Edit Settings

Apps and Websites

Control what gets shared with apps, games and websites.

Edit Settings

Limit the Audience for Past Posts

Limit the audience for posts you shared with more than friends.

Manage Past Post Visibility

Blocked People and Apps

Manage the people and apps you've blocked.

Manage Blocking

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How You Connect Settings

The screenshot shows the 'How You Connect' settings dialog box. It has a title bar with the text 'How You Connect' and a lock icon. The settings are as follows:

- Who can look up your profile by name or contact info? **Everyone** (dropdown)
- Who can send you friend requests? **Everyone** (dropdown, with a checkmark next to it)
- Who can send you Facebook messages? **Everyone** (dropdown)
- Who can post on your Wall? **Friends** (dropdown)
- Who can see Wall posts by others on your profile? **Friends** (dropdown)

At the bottom of the dialog are two buttons: 'Learn more' and 'Done'.



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Tags Settings

The screenshot shows the Facebook 'Tags Settings' page. The page has a blue header with the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. The main content area lists several settings categories:

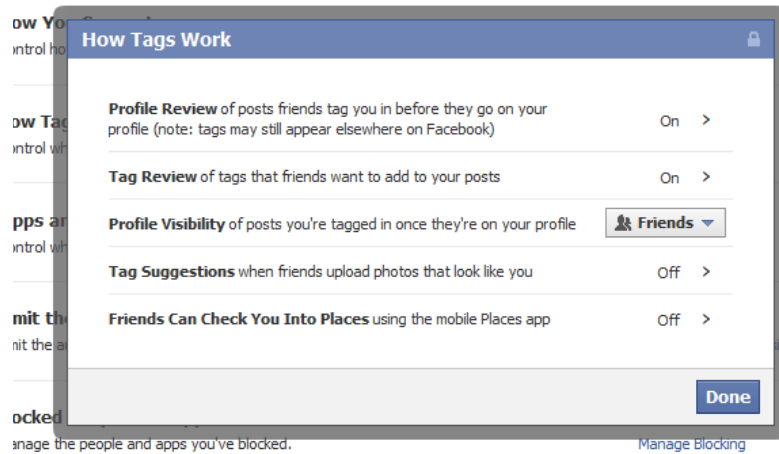
- How You Connect**: Control how you connect with people you know. [Edit Settings](#)
- How Tags Work**: Control what happens when friends tag you or your content. [Edit Settings](#)
- Apps and Websites**: Control what gets shared with apps, games and websites. [Edit Settings](#)
- Limit the Audience for Past Posts**: Limit the audience for posts you shared with more than friends. [Manage Past Post Visibility](#)
- Blocked People and Apps**: Manage the people and apps you've blocked. [Manage Blocking](#)

A large red arrow points to the 'How Tags Work' section.



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Tags Settings



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When Friends “Share” About You...



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Photos of You in Bunny Bruch, face painted at bday party
By Heather Campbell · 39 of 80

In this photo: Ashli Molinero (photos · remove tag)
April 17 · Like · Comment

Shop Tory Burch Flats
toryburchofficial.com

Discount Tory Burch Flats, Last 3 Promotion S | Chat (17)

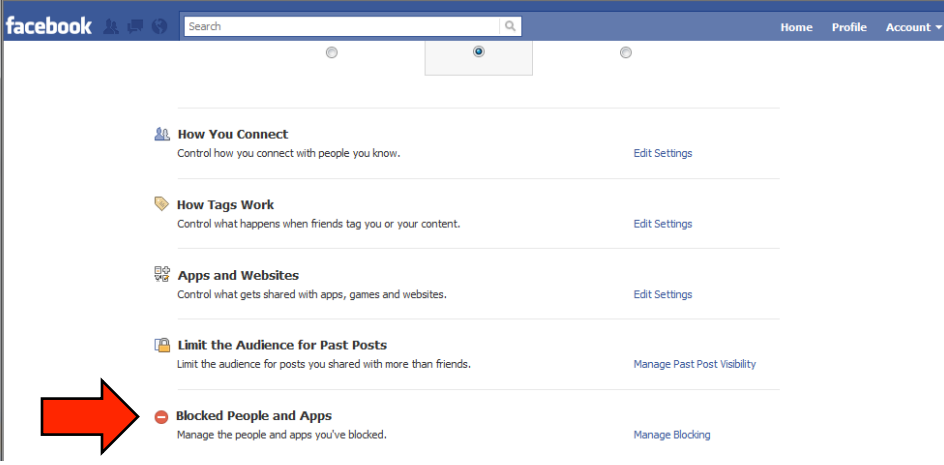
Write a comment...

“Remove Tag” option

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Blocked People Settings



facebook Search Home Profile Account

How You Connect
Control how you connect with people you know. [Edit Settings](#)

How Tags Work
Control what happens when friends tag you or your content. [Edit Settings](#)

Apps and Websites
Control what gets shared with apps, games and websites. [Edit Settings](#)

Limit the Audience for Past Posts
Limit the audience for posts you shared with more than friends. [Manage Past Post Visibility](#)

Blocked People and Apps
Manage the people and apps you've blocked. [Manage Blocking](#)

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Blocking Settings

facebook Search [Home](#) [Profile](#) [Account](#)

Choose Your Privacy Settings > **Manage Blocking**

[Back to Privacy](#)

Block users Once you block someone, that person can no longer be your friend on Facebook or interact with you (except within apps and games you both use and groups you are both a member of).

Name: [Block](#)

Email: [Block](#)

[Unblock](#)

Block app invites Once you block app invites from someone, you'll automatically ignore future app requests from that friend. To block invites from a specific friend, click the "Ignore All Invites From This Friend" link under your latest request.

Block invites from:

You haven't blocked invites from anyone.

Block event invites Once you block event invites from someone, you'll automatically ignore future event requests from that friend.

Block invites from:

You haven't blocked event invites from anyone.

Blocked users Once you block someone, it means you've restricted access to your information. To block someone, go to their profile and click the "Block" link. [Chat \(12\)](#)

facebook Email Password [Log In](#)

☒ Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

 [Get Facebook Mobile](#)

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthdate: Month: Day: Year:

Why do I need to provide my birthday?

[Sign Up](#)

Create a Page for a celebrity, band or business.

English (US) Français (Canada) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) >

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facebook

Search

Home Profile Account

RERC on Wheelchair Transportation Safety
Non-Profit Organization · Edit Info

Wall RERC on Wheelchair Transp... · Most Recent

Share: Status Photo Link Video Question

Write something...

RERC on Wheelchair Transportation Safety
Wednesday, June 8th at FICCDAT/RESNA:
State of the Science for RERC-APT: Next Generation Accessible Transit
9:00am - 10am State of the Science in Ridership Information
10:30am - 12pm Accessible Public Transportation Research
1:30pm - 3pm Key Features in Transit Design
...
See More
8 hours ago · Like · Comment

RERC on Wheelchair Transportation Safety
Don't miss this RESNA Poster Session:
Students Who Ride Seated in Wheelchairs: Survey of State Directors
When: Wednesday, June 8
Time: 10-10:30pm and 3-3:30pm
Location: Grand Ballroom Foyer or the VIDE Room
...
See More

Admins (2) · See All

Use Facebook as RERC on Wheelchair Transportation Safety

Notifications

Promote with an Ad

View Insights

Suggest to Friends

You and RERC on Wheelchair Transportation Safety

48 friends like this.

Users First Alliance, Center for Accessible Living, Assistive Technology Partners

Quick Tips

Get more people to like your Page with Facebook Ads today!

Christina Carvell · Chat (8)

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How About Both- FaceBook Profile and Page?

- Sometimes it might be in your best interest to have a professional page and a personal page.
 - Pro: You can keep everything separate
 - Con: You have to manage two pages.



- Micro-blogging website
- Share information in 140 characters or less
- 175 million registered users
- 95 million tweets per day

(www.twitter.com, March 24, 2011)



www.rstce.pitt.edu

twitter

Search

Home Profile Messages Who To Follow

ashlimoliner

What's happening?

Presenting at RESNA, 2011

Add your location 114 Tweet

Timeline @Mentions Retweets Searches Lists

fwtv **pittnews** Pittsburgh News
A Ray of Truth About Kids and Sunscreen Protection -
http://fwtv.com/a/39_e60c4ea3ac
1 minute ago

MusicRadar MusicRadar
If you're a fan of @neilpeartnews and @rushtheband, you'll want to read Neil's thought's on drum solos. <http://tinyurl.com/69zbdot>
1 minute ago

mattheartspade Matt Gross
The Sounds Share Purchases With Amoeba <http://bit.ly/ISZkWZ>
2 minutes ago

alleyinsider SAI
Apple's Going To Start Releasing New iPhones And iPads Every 6 Months To Compete With Android. Analyst by @bbldget

Your Tweets 801
6 Jun: Packing up for my #Megabus ride to Toronto tmrw!

Following 904 Followers 255

Who to follow - refresh · view all

AWC_Pittsburgh August Wilson Center · Follow
Followed by @yinztopia and others.

astockey Andrew Stockey · Follow
Followed by @PittsburghOpera and others.

JAWPA Junior Achievement · Follow
Followed by @PublicTheater and others.

Trends · United States · change

#Super8Secret Promoted

#oldschooldays

#lebronhairinethemesong

#goodbyemeredit

MPH

Last Updated

Calm

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The screenshot shows the Twitter profile of @ashlimolinero. The header includes the Twitter logo, a search bar, and navigation links: Home, Profile, Messages, and Who To Follow. The profile section on the left features a profile picture of a woman with blonde hair, the name 'ashlimolinero', the handle '@ashlimolinero', location 'Pittsburgh, PA', and bio 'tech enthusiast with flair :)'. Below this is an 'Edit your profile' link and tabs for Tweets, Favorites, Following, Followers, and Lists. The 'Tweets' tab is active, showing three tweets: one about packing for a Megabus ride to Toronto, one about summer wine and cocktails, and one about a bike valet option. The right sidebar shows 'About @ashlimolinero' with statistics: 801 Tweets, 904 Following, 255 Followers, and 9 Listed. It also lists 'Similar to you' with accounts like UnitedSpinal, PGHCityPaper, and PghCoffeeCo, and a 'Following' section with a 'view all' link. At the bottom of the page, there is a footer with the RSTce logo and the website address www.rstce.pitt.edu.

Twitter Privacy Settings

The screenshot shows the 'ashlimolinero's settings' page on Twitter. The header is identical to the previous screenshot. The settings page has tabs for Account, Password, Mobile, Notifications, Profile, Design, and Applications. The 'Account' tab is selected. On the left, the 'Account' settings are listed: Name (ashlimolinero), Username (ashlimolinero), Email (ashli@pitt.edu), Language (English), Time Zone ((GMT-05:00) Eastern Time (US & Canada)), and Tweet Location (Add a location to your tweets). On the right, there is an 'Account' section with a description of the settings and a 'Tips' section with advice on changing the user name and protecting the account. A dropdown menu is open in the top right corner, showing options: Settings, Help, Switch to Old Twitter, and Sign out.

Twitter Privacy Settings cont.

Tweet Location ☐ Add a location to your tweets

Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history. [Learn more](#)

You may [delete all location information](#) from your past tweets. This may take up to 30 minutes.

Tweet Media ☒ Show photos and videos from everyone

By default, you'll only see images and videos shared by people you're following, and not reveal those by people you're not. Check this box to see media from everyone on Twitter.

Tweet Privacy ☒ Protect my tweets

Only let people whom I approve follow my tweets. If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

HTTPS Only ☒ Always use HTTPS

Use a secure connection where possible to encrypt your account information.

follow you and keep your tweets out of search results.

Microsoft Word

[Home](#)
[Profile](#)
[Messages](#)
[Who to Follow](#)

ashlimolinero

ashlimolinero's settings

[Account](#)
[Password](#)
[Mobile](#)
[Notifications](#)
[Profile](#)
[Design](#)
[Applications](#)

Text messaging

+1 4125[REDACTED] (United States)
 ☐ Let others find me by my phone number

Send Tweets using text messages with this phone. Just send your tweets to 40404. Twitter does not charge for this service. Standard message and data rates may apply.

Text message notifications

☒ Tweets from people you've enabled for mobile notifications
 ☒ Direct messages
 ☒ Mentions and replies

☒ Only from people I follow
 ☐ From anyone

Text Messaging on Twitter

Setting up your phone allows you to:

- Send tweets with text messaging on your phone.
- Receive texts for DMs and the tweets from users you want to be notified about.

Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that user.

☐ OFF
 ☒ ON

Twitter commands

Do more than Tweet! Send these commands to Twitter:

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The screenshot shows the Twitter Messages page for user ashlimolinero. The left sidebar lists incoming messages from various users, including MichaelSally (27 messages), flwbooks, csenjr, thefader, WilliamHager, DrinksandTweets, PghComedy, Jason_Pollock, and MalariaNoMore. The main area displays a conversation with MichaelSally, showing three messages: a holiday greeting, a response about a retweet, and a message about a 76.5-mile run training.

Messages New Message

Send MichaelSally a message

MichaelSally Michael Sally
21 Dec at 23:29 27

flwbooks Flashlight Worthy
30 Nov at 13:12 2

csenjr Charlie Neville
23 Oct at 23:52 3

thefader The FADER
1 Oct at 01:57 1

WilliamHager William Hager
20 Jul at 15:06 1

DrinksandTweets Matt
20 Jul at 13:14 1

PghComedy PghComedy
19 Jul at 21:44 1

Jason_Pollock Jason Pollock
19 Feb 10 at 12:33 1

MalariaNoMore Malaria No More
13 Feb 10 at 04:37 1

ashlimolinero
Hey there- all us well! Happy holidays to you and your family!
21 Dec at 23:29

MichaelSally
Hey, I saw a RT by you last night, glad to see your alive :)! Everything ok?
21 Dec at 14:53

MichaelSally
I think you just tried to DM me...thank you..rest day tomorrow, training for 76.5 mile run (June 12) starts Tuesday.
2 May 10 at 20:48

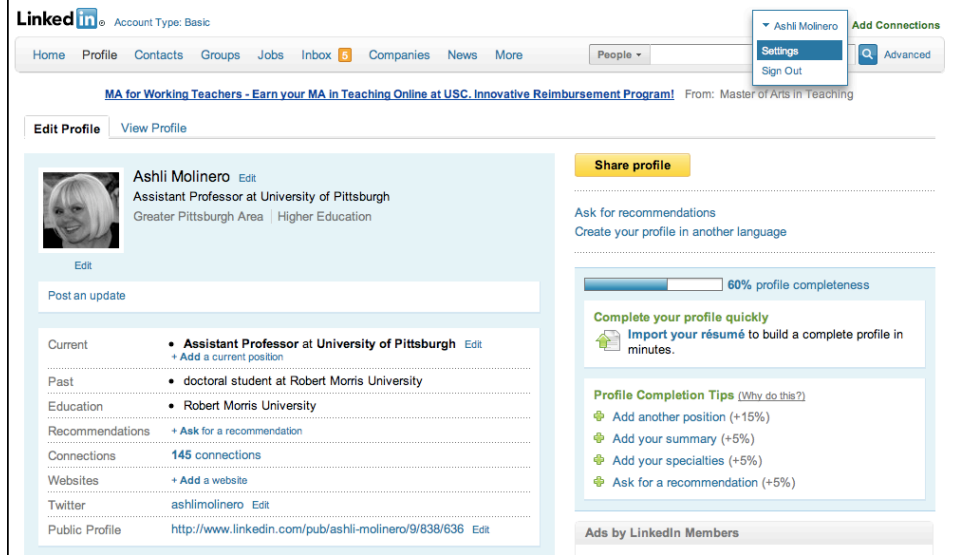
MichaelSally
It was a rough day - knee issue at mi 13 pretty much control the rest. I finished, course pr, but a little disappointed.
2 May 10 at 20:10

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LinkedIn

- Professional networking site
- Share your expertise
- Connect with colleagues
 - Endorsements from your peers
- Discussion Groups

LinkedIn Settings



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 5 Companies News More People ▾

MA for Working Teachers - Earn your MA in Teaching Online at USC. Innovative Reimbursement Program! From: Master of Arts in Teaching

Ashli Molinero ▾ Add Connections
Settings
Sign Out

Edit Profile View Profile

Ashli Molinero Edit
Assistant Professor at University of Pittsburgh
Greater Pittsburgh Area Higher Education

Edit

Post an update

Current • **Assistant Professor at University of Pittsburgh** Edit
+ Add a current position

Past • doctoral student at Robert Morris University

Education • **Robert Morris University**

Recommendations + Ask for a recommendation

Connections **145 connections**

Websites + Add a website

Twitter **ashlimolinero** Edit

Public Profile <http://www.linkedin.com/pub/ashli-molinero/9/638/636> Edit

Share profile

Ask for recommendations
Create your profile in another language

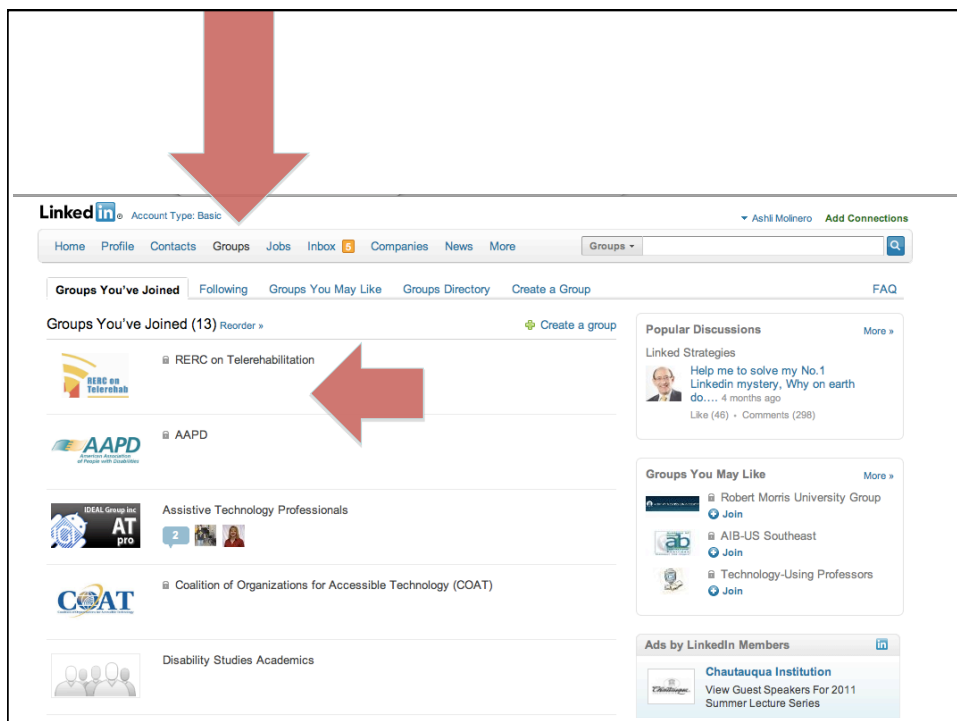
60% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add another position (+15%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

Ads by LinkedIn Members



LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 5 Companies News More Groups ▾

Groups You've Joined Following Groups You May Like Groups Directory Create a Group FAQ

Groups You've Joined (13) Reorder » Create a group

- RERC on Telerehabilitation**
- AAPD**
- Assistive Technology Professionals**
- Coalition of Organizations for Accessible Technology (COAT)**
- Disability Studies Academics**

Popular Discussions More »

Linked Strategies
Help me to solve my No.1
LinkedIn mystery. Why on earth
do... 4 months ago
Like (46) • Comments (298)

Groups You May Like More »

- Robert Morris University Group**
Join
- AIB-US Southeast**
Join
- Technology-Using Professors**
Join

Ads by LinkedIn Members

Chautauqua Institution
View Guest Speakers For 2011
Summer Lecture Series

LinkedIn Settings cont.

The screenshot shows the LinkedIn Settings page for a user named Ashli Molinero. The page is divided into several sections:

- Account Information:** Includes the user's profile picture, name, and member since date (August 8, 2008). It also shows the primary email address and a link to change it.
- Account Type:** Displays the current account type (Basic) and a link to compare account types. An 'Upgrade' button is visible.
- Privacy Controls:** Contains links to 'Turn on/off your activity broadcasts', 'Select who can see your activity', 'Select what others see when you've viewed their profile', 'Select who can see your connections', and 'Change your profile photo & visibility'.
- Settings:** Includes links to 'Manage your Twitter settings', 'Edit your name, location & industry', 'Edit your profile', 'Edit your public profile', and 'Manage your recommendations'.
- Frequently asked questions:** Lists common issues like 'Can't Find "Settings" or "Sign Out" Links', 'Group Member Settings', 'Submission and Moderation Queue Settings', 'Managing Account Settings', and 'Updating Twitter Settings'.

A red arrow points to the 'Activity broadcasts' link under the 'Privacy Controls' section.

Dilemma

- “I have so many friend requests from colleagues and I don't know what to do. I don't want to ignore them because they'll think I'm being rude, but I don't want to jeopardize our relationship, either.”

Dilemma

- “You know that video that we wanted to share on YouTube about our new idea for that cool project? Can we take it off, because we want to file for a patent.”



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Dilemma

- Overheard at a conference:
“I hope no one takes pictures and posts them on FaceBook or something like that.”



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Dilemma

- “We are young professionals in training. Some of our clients who are our same age have boundary issues with relationships. They keep sending us friend requests!”



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Dilemma

- Posted on Twitter (paraphrasing): “This guy from XYZ, Inc. was REALLY enjoying the conference. Hope he got back to his room okay! #ABCD2011”
- Posted with photo of John Doe (wearing his company shirt) passed out at the bar. The picture was also “tagged” with conference name.



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Social Computing Guidelines

<http://www.ibm.com/blogs/zz/en/guidelines.html>

IBMers' blogs
Blogging guidelines

Related links
- Syndication
- developerWorks community

IBM Social Computing Guidelines

Blogs, wikis, social networks, virtual worlds and social media

In the spring of 2005, IBMers used a wiki to create a set of guidelines for all IBMers who wanted to blog. These guidelines aimed to provide helpful, practical advice to protect both IBM bloggers and IBM. In 2008 and again in 2010 IBM turned to employees to re-examine our guidelines in light of ever-evolving technologies and online social tools to ensure they remain current to the needs of employees and the company. These efforts have broadened the scope of the existing guidelines to include all forms of social computing.

Below are the current and official "IBM Social Computing Guidelines," which we review periodically so that they may evolve to reflect emerging technologies and online social tools.

Introduction
Responsible engagement in innovation and dialogue
Online collaboration platforms are fundamentally changing the way IBMers work and engage with each other, clients and partners.

IBM is increasingly exploring how online discourse through social computing can empower IBMers as global professionals, innovators and citizens. These individual interactions represent a new model: not mass communications, but masses of communicators. Through these interactions, IBM's greatest asset—the expertise of its employees—can be shared with clients, shareholders, and the communities in which it operates.

Therefore, it is very much in IBM's interest—and, we believe, in each IBMer's own—to be aware of and participate in this sphere of information, interaction and idea exchange:

To learn: As an innovation-based company, we believe in the importance of open exchange—between IBM and its clients, and among the many constituents of the emerging business and societal ecosystem—for learning. Social computing is an important arena for organizational and individual development.

To contribute: IBM—as a business, as an innovator and as a corporate citizen—makes important contributions to the world, to the future of business and technology, and to public dialogue on a broad range of societal issues. Because our business activities provide transformational insight

Best practices for social computing

Many clients and organizations have expressed an interest in learning more about IBM's Social Computing Guidelines and how we communicate them to employees. Here's a short video example of one of the ways IBM's online community educates itself about these guidelines.

[Watch the video](#)

Report inappropriate content

Have you seen social computing behavior or content from IBMers that is not in keeping with these guidelines? [Report inappropriate content via e-mail](#)



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Example of FB Policy

facebook Search Home Profile Account

MS =

CLICK THE MS = MENU ITEM BELOW TO SHARE WHAT MS = TO YOU.

Wall
Info
Guidelines
Get Connected
News
Discussions
Notes
MS Equals
Questions

National Multiple Sclerosis Society » Guidelines

Non-Profit Organization

Thanks for visiting the National MS Society on Facebook!

Intent:
This official National MS Society Facebook page is intended to be a safe place for people affected by multiple sclerosis and those who care about them to engage in respectful conversations that honor each person's experiences and beliefs.

Guidelines:
The Society does not police personal ideas or experiences shared on the page, but does its best to keep behavior within clearly stated Guidelines. We reserve the right to remove questionable comments including (but not limited to) anything that:
- infringes on legal rights of content ownership, or otherwise indicates participation in, suggestion or encouragement of any illegal activity,
- promotes or sells vitamins/drugs/healthcare products or services,
- promotes false claims about MS and/or products/services related to treatment of MS,
- makes a false accusation of the Society,
- is unsolicited bulk or repeat messages (spam or flooding),
- is hateful, threatening, or pornographic; incites violence,
- becomes argumentative in nature, (debates within Guidelines may occur on Discussions tab),
- is a personal attack (including but not limited to instigation, accusation, bullying, intimidation, harassment),
- violates Facebook's Statement of Rights and Responsibilities (link provided below).
If behavior falls outside of the accepted Guidelines, individuals will be permanently banned from the page at our discretion.

Our Facebook, like other public online forums, shouldn't require constant moderation given responsible participation. Please handle personal issues through personal messages, or use Facebook's tools to Block that individual (from their profile, click Report/Block this Person in the lower left corner). Violations of Facebook's Statement of Rights and Responsibilities should be reported to Facebook through their Flag and Report tools.

Privacy:
As a reminder, our page is public - regardless of your Facebook privacy settings or our page

You and National Multiple Sclerosis Society
Danyale Smith and Joseph Ruffing like this.

Friends' Events See All
Pete Bush & the Hol Polloi @ Three...
Friday, June 10
RSVP: Yes - No - Maybe
Mitchell's Graduation Party
Friday, June 10
RSVP: Yes - No - Maybe

Sponsored Create an Ad
Candy.com
The largest Online Candy store in the world, over 10,000 different candies ready to ship. [Come Here!](#)
Christina Carvell Chat (14)

Accessibility of Social Media

- Accessibility of technology for people with disabilities has been historically been a concern
 - In 2009, Accessible Twitter was launched.
 - FaceBook has some built in features
 - Information page for accessibility/ AT users
 - Most videos on YouTube are not closed captioned
 - Problem- social media content is user generated
 - Average users don't know how to make their content accessible
 - Cost prohibitive to pay out of pocket
 - Automated tools aren't very intuitive or accurate in translation



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Thank You!

Questions?

Ashli Molinero, DSc
ashli@pitt.edu



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