

**Social  
Networking  
Tools and Ethics  
for Rehabilitation  
Professionals**

VA-PRAT 10<sup>th</sup> Virtual Grand Rounds

Presenter:  
Ashli Molinero  
September 16, 2011

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### 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



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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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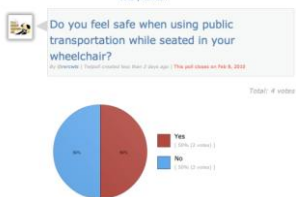
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## Social Media Campaign Tools

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




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## 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



Justhandedness I have often wondered how wheelchairs are crash tested for vehicle use @RERCWTS Thanks for the great link <http://bit.ly/7RjgYS> (2nd half)  
© 2010 Pitt Jan 09th from webp



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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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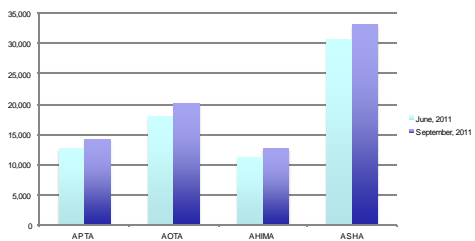
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### Professional Organizations on FaceBook



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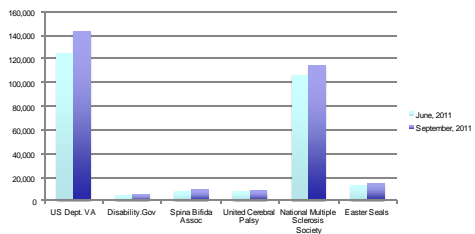
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### Other Organizations on FaceBook



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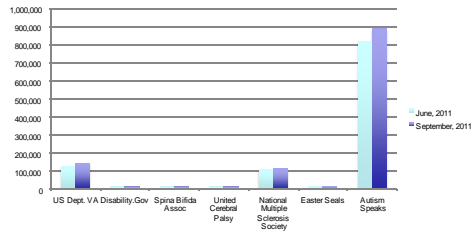
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### Other Organizations on FaceBook



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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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## 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](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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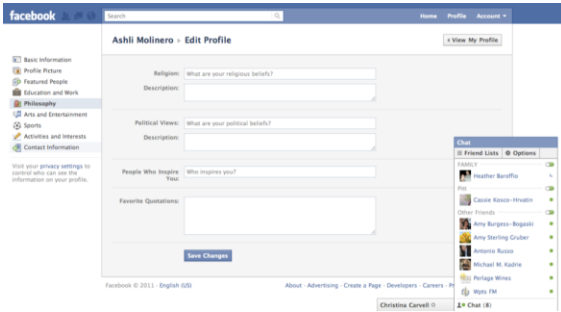
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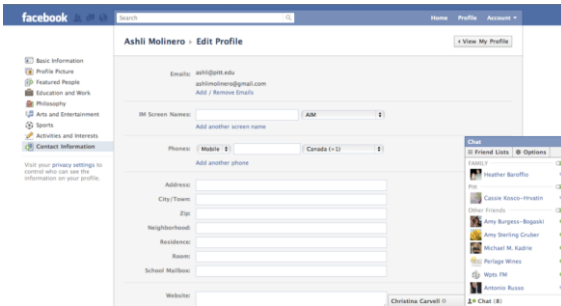
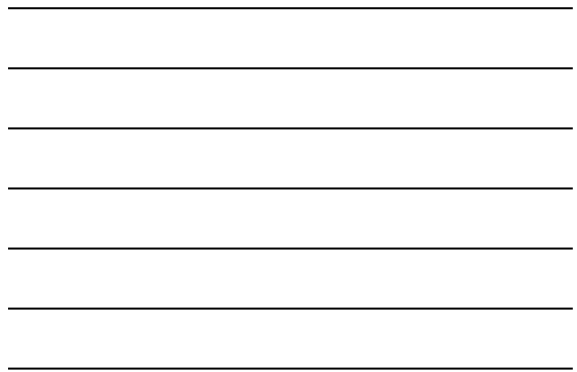
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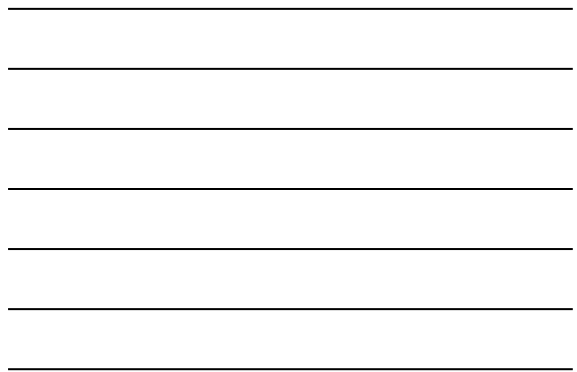




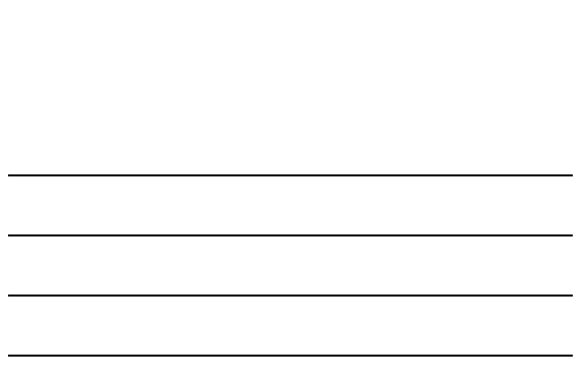
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## How About Both- FaceBook Profile and Page?

- 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.



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# twitter

- Micro-blogging website
- Share information in 140 characters or less
- 175 million registered users
- 95 million tweets per day  
([www.twitter.com](http://www.twitter.com), March 24, 2011)



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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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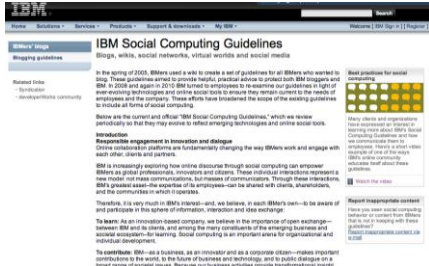
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# Social Computing Guidelines

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



## Example of FB Policy



## 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



Thank You!

Questions?

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