![ACOTRO — ASSOCIATION OF CANADIAN OCCUPATIONAL THERAP REGULATORY ORGANIZATIONS](logo)

LEADING, PROTECTING, ADVANCING

Elinor Larney, Interim Registrar, Ontario

CAOT Conference

May 30, 2013

SOCIAL MEDIA FOR OCCUPATIONAL THERAPISTS:

BALANCING THE RISKS AND BENEFITS

Association of Canadian Occupational Therapy Regulatory Organizations (ACOTRO)
Sponsored Session

GET PREPARED

GET ASSISTANCE

GET PRACTICING

GET REGISTERED

GET DIRECTION

GET INFORMED

PRESENTATION
OUTLINE

» Social media use by healthcare professionals

» Benefits and risks of healthcare professionals using social media

» Ontario Survey of Social Media use by OTs

» Principles for Good Social Media Use in OT practice

» Story of Successful Social Media in Practice

WHAT IS
SOCIAL MEDIA?

"Online digital technologies and practices that are used to share opinions and information, experiences and perspectives, promote discussion and build relationships"

e.g. Google +, Facebook, Twitter, LinkedIn, etc.

Email is not considered to be social media, for the purposes of this presentation

COTO 2012

SOCIAL MEDIA USE BY HEALTHCARE PROFESSIONALS
IS ALL OVER THE NEWS…

- ➢ **In 2010, 4 nursing students expelled from university for posing with human placenta on Facebook**

- ➢ **In 2008 a group of dental nurses were reprimanded by their bosses for establishing a social networking group called "I'm a dental nurse and I hate patients because…"**

British Broadcasting Corporation, 2009

SOCIAL MEDIA USE BY HEALTHCARE PROFESSIONALS
IS ALL OVER THE NEWS...

In 2009 a group of doctors and nurses were suspended for posting pictures of themselves lying down in unusual places around a hospital. (Fox News, 2011; British Broad) casting Corporation, 2011; British Broadcasting Corporation, 2009

SOCIAL MEDIA USE BY HEALTHCARE PROFESSIONALS
IS ALL OVER THE NEWS…

Facebook Flirts:

» A female GP sought advice from the Medical Defence Union recently after being asked out by a 30 year old man she treated for whiplash after a car accident

» Following the consultation, he sent her her favourite flowers, lilies

» He then turned up with a travel book he thought she would like

» It became apparent that he was finding this information from her Facebook site

» She was advised to improve her security settings and told to have other GPs at the practice treat the patient in the future

British Broadcasting Corporation, 2009

SOCIAL MEDIA USE BY HEALTHCARE PROFESSIONALS
IS ALL OVER THE NEWS…

More than 40% of nurses say a colleague has inappropriately posted details of patients or colleagues on social media sites.

BENEFITS OF SOCIAL MEDIA USE BY
HEALTHCARE PROFESSIONALS

» Professional consultation

» eg: Interactive blogs sharing details of successful treatment strategies

» Continuing education and professional development

» eg: OTs posting notices of clinical education courses on their professional Facepage

» Improved client care

» eg: Clinical problem solving

RISKS OF SOCIAL MEDIA USE BY
HEALTHCARE PROFESSIONALS

» Privacy and confidentiality breaches

» Crossing professional boundaries

» Negative publicity

» Reputational damage

» Reduced trust and confidence in the profession

» Potential Conflict of Interest, in advertising and marketing

» Potential loss of control of information posted online

WHAT DOES THIS HAVE TO DO WITH **PUBLIC PROTECTION?**

➢ Colleges protect the public interest by setting standards for practice and having programs in place so that OTs practice safely and effectively (College of Occupational Therapists of Ontario, 2011)

➢ Colleges can provide guidance for use of social media - high risk to the public
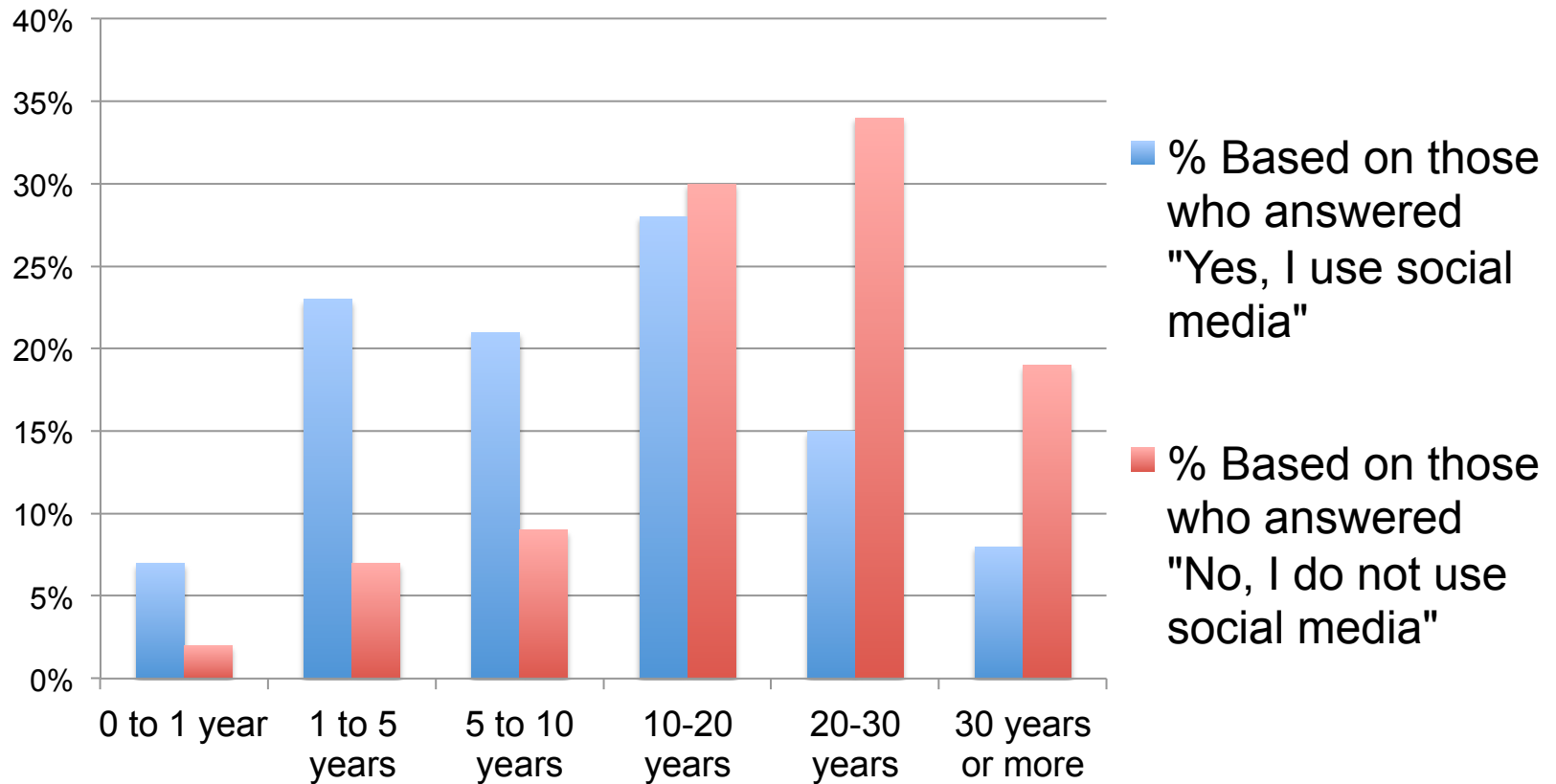
SURVEY OF ONTARIO OCCUPATIONAL THERAPISTS

➢ Electronic survey to all 4,926 OTs in Ontario on their use of social media

➢ Information Re: demographics, use of social media, privacy measures taken and concerns with using social media

➢ 61% of respondents used social media more for personal reasons as opposed to professional use

➢ 892 completed the survey (18%)

Use of social media in OT practice
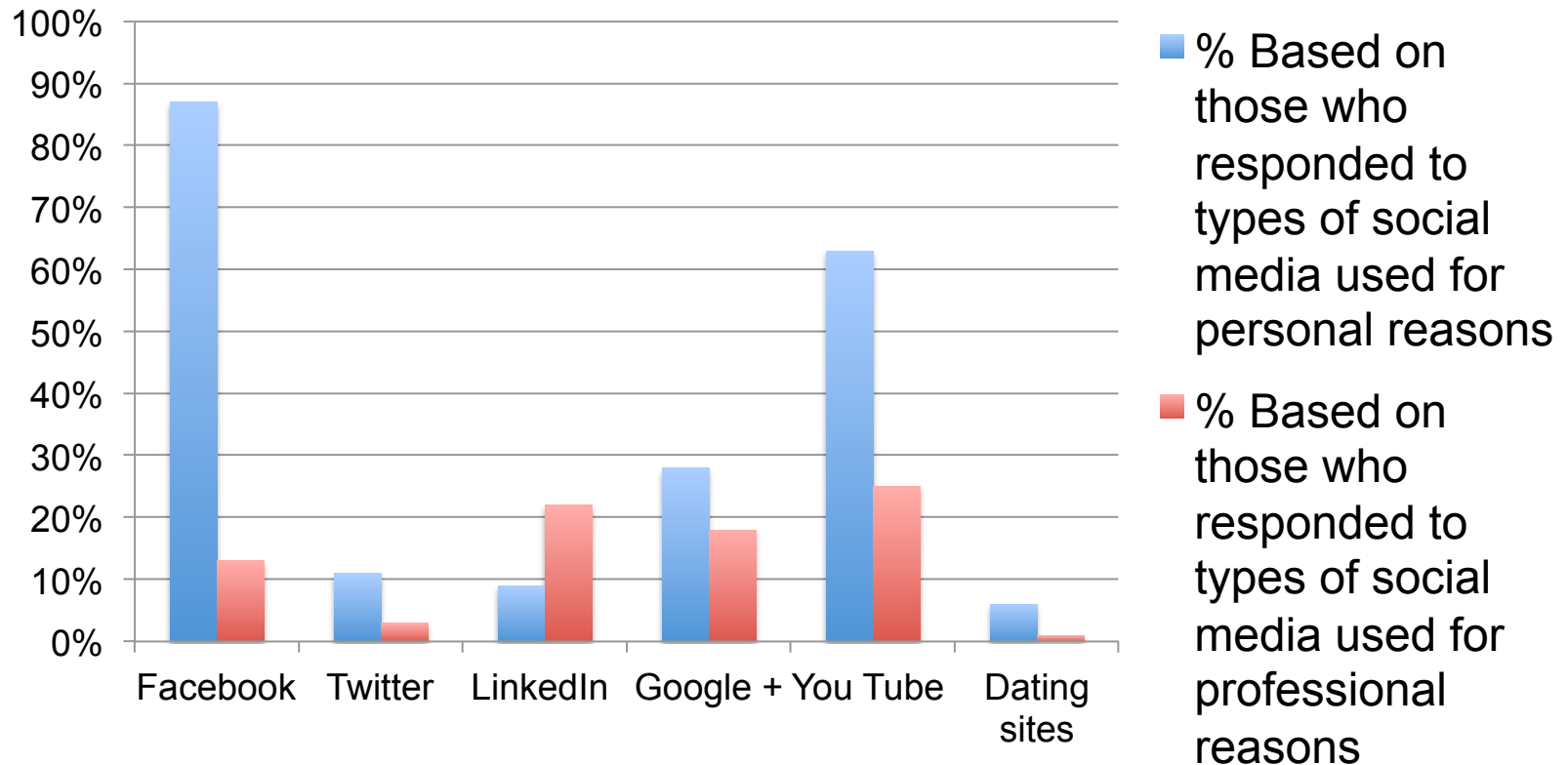

- No, I do not use social media in OT practice (72%)
- Yes, I use social media in OT practice (25%)
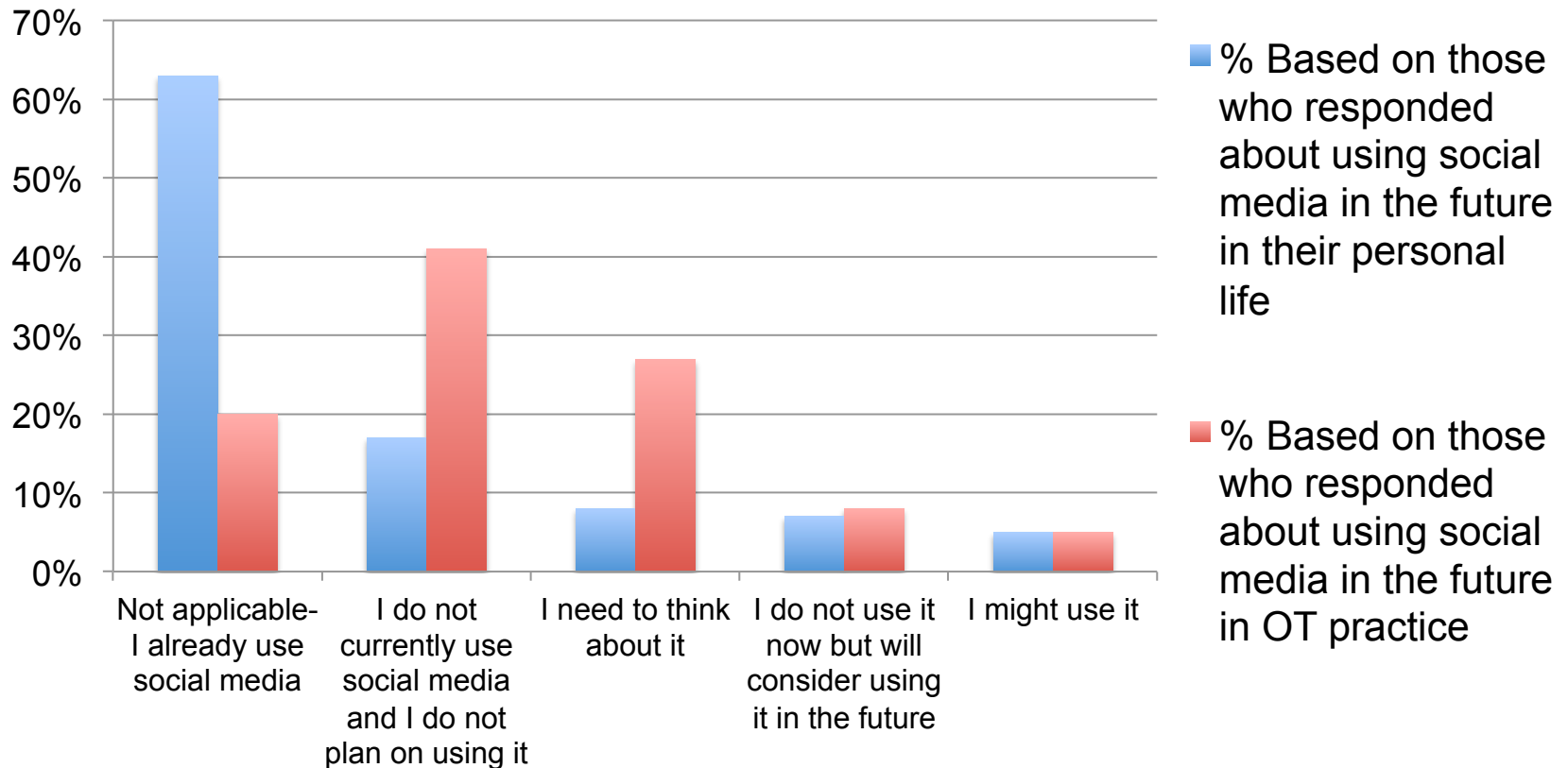- Not applicable (2%)

COTO 2012
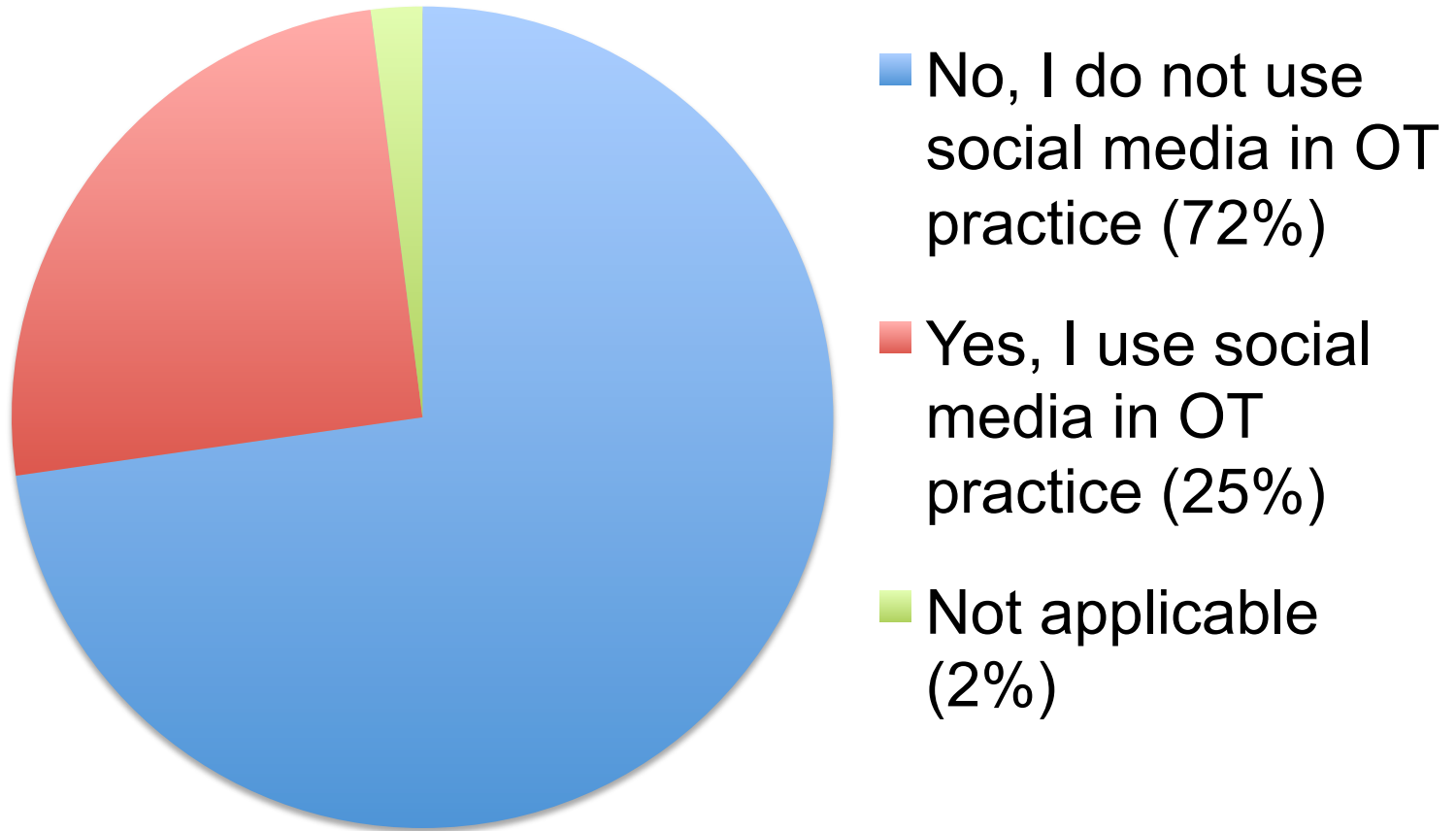
Respondents' use of social media based on the number years they have been practicing OT

COTO 2012

Types of social media sites for personal and professional reasons

Legend:
- % Based on those who responded to types of social media used for personal reasons
- % Based on those who responded to types of social media used for professional reasons

COTO 2012

Member's opinions on using social media in the future in their personal life and in OT Practice

Legend:
- % Based on those who responded about using social media in the future in their personal life
- % Based on those who responded about using social media in the future in OT practice

Categories:
- Not applicable- I already use social media
- I do not currently use social media and I do not plan on using it
- I need to think about it
- I do not use it now but will consider using it in the future
- I might use it

COTO 2012

RECOMMENDATIONS FROM THE
SURVEY

All OTs need to be informed about:

The risks and benefits to using social media

How to protect personal privacy on social media

How to use social media in a safe and professional manner

GOOD PRINCIPLES FOR SOCIAL MEDIA USE
BY OTS

1. **Professionalism:**

    ▪ **OTs conduct in accordance with the standards and principles of the profession in _all_ forms of communication**

    ▪ **Expectation by Colleges that OTs will conduct themselves in a manner befitting a Health Professional _at all times._**

GOOD PRINCIPLES FOR SOCIAL MEDIA USE BY OTS (CONTINUED)

2. **Privacy and Confidentiality:**

- **Ensure social media postings do not reveal personal health information**

- **Potential for breaching confidentiality by conveying information via an anecdote**

    (Cain, 2011; College of Physicians and Surgeons of British Columbia, 2010; Mostaghimi & Crotty, 2011; University of Toronto, 2010)

- **Potential for breaching privacy on social media groups**

GOOD PRINCIPLES FOR SOCIAL MEDIA USE BY OTS (CONTINUED)

3. **Risk Management:**

- Level of risk should be re-assessed on a regular basis, monitor sites regularly

- Recognize the potential for all communication on social media sites to be public and permanent

GOOD PRINCIPLES FOR SOCIAL MEDIA USE BY OTS (CONTINUED)

4. Professional Boundaries
    - Avoid dual relationships with clients
    - Refrain from accepting/initiating invitations to be online friends.
    (College of Physicians and Surgeons of British Columbia, 2010)

5. Advertising:
    - Social media pages meant for advertising where the public can post freely are a risk
        - e.g. Client posts and testimonials

ELEMENTS OF A GOOD
SOCIAL MEDIA PROGRAM

» Be Real – authentic, honest, transparent

» Protect the Client – privacy, respect

» Respect Sensitive Information – confidentiality

» Uphold Professional Standards

» Understand Violations and Risks of SM

ELEMENTS OF A GOOD
SOCIAL MEDIA PROGRAM, CONT.

» Pause Before you Post

» Respect the Brand – of your employer

» Go Ahead, Engage

» Monitor your Social Media sites

» Adapted from Sutter Health Network, and Russell Herder, Ethos Business Law

CONCLUSION

» The Principles should guide OTs to continue to participate in social media while minimizing risk to the public

» Social media has the ability to evolve and grow OT practice with evolving technology, and the potential benefits for clients

References

American Medical Association. (2011). *AMA policy: professionalism in the use of social media.* Available: http://www.ama-assn.org/ama/pub/meeting/professionalism-social-media.shtml

American Medical News. (2010). Social media consults may harbor dangers. Available: http://www.ama-assn.org/amednews/2010/02/08/prca0208.htm

Association of Canadian Occupational Therapy Regulatory Organizations. (2011). *Essential competencies of practice for occupational therapists in Canada* (3rd ed.). Toronto: CAOT Publications.

Australian Medical Association Council of Doctors-in-Training, New Zealand Medical Association Doctors-in-Training Council, New Zealand Medical Students' Association, & Australian Medical Students' Association. (2011). *Social media and the medical profession: a guide to online professionalism for medical practitioners and medical students.* Retrieved June 29, 2011, from: http://ama.com.au/node/6231

British Association of Occupational Therapists and College of Occupational Therapists (2010) *Social Media Strategy and Guidance* Retrieved March 15, 2012 from: http://www.cot.co.uk/strategic-plans/social-media-strategy-guidance

British Broadcasting Corporation. (2009). Doctors warned about risk of 'Facebook flirts.' Available: http://news.bbc.co.uk/2/hi/health/8389458.stm

British Broadcasting Corporation. (2011). Medics warned over Facebook risks. Available: http://www.bbc.co.uk/news/health-14144782

- Cain, J. (2011). Social media in health care: the case for organizational policy and employee education. *American Journal of Health-System Pharmacy, 68*, 1036-1040.

References cont'd

Central Office of Information. (2009). *Engaging through social media: a guide for civil servants.* Available: http://coi.gov.uk/documents/Engaging_through_social_media.pdf

Change Foundation. (2011). *Using social media to improve healthcare quality: a guide to current practice and future promise.* Available: http://www.change foundation.ca/docs/socialmediatoolkit.pdf

College of Occupational Therapists of Ontario. (2011). *About the college.* Available: http://www.coto.org/about/default.asp

College of Occupational Therapists of Ontario. (2011). *Code of ethics.* Available: http://www.coto.org

College of Occupational Therapists of Ontario. (2009). *Standards for professional boundaries.* Available: http://www.coto.org/pdf/publications/COTO_StandardsProfessionalBoundaries_ENG.pdf

College of Occupational Therapists of Ontario. (2008) *Standards for record keeping.* Available: http://www.coto.org/pdf/COTO_Standards_RecordKeeping_2008.pdf

College of Physicians and Surgeons of British Columbia. (2010). *Resource manual: social media and online networking forums.* Available: https://www.cpsbc.ca/files/u6/Social-Media-and-Online-Networking-Forums.pdf

References cont'd

Fox News. (2011). *Placenta photo gets Kansas nursing students expelled.* Available:
     http://www.foxnews.com/us/2011/01/02/placenta-photo-gets-kan-nursing-students-expelled/

Government of Ontario. (2004). *Personal Health Information and Protection Act*. Available:
     http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_04p03_e.htm

Mostaghimi, A., & Crotty, B.H. (2011). Professionalism in the digital age. *Annals of internal medicine, 154,*
     560-562.

National Research Corporation. (2011). *1 in 5 Americans use social media for health care information.* Available:
     http://hcmg.nationalresearch.com/public/News.aspx?ID=9

Nursing Times. (2011). *Nurses breaching online rules*. Available:
     http://www.nursingtimes.net/nursing-practice/clinical-specialisms/management/nurses-breaching-online-
     rules/5032948.article

Ontario College of Teachers. *Professional advisory: use of electronic communication and social media.* Available:
     http://www.oct.ca/publications/PDF/Prof_Adv_Soc_Media_EN.pdf

University of Toronto. (2010). *Guidelines for appropriate use of the internet, electronic networking and other
     media.* Available:
     http://www.pgme.utoronto.ca/Assets/PGME+Digital+Assets/policies/Guidelines+Internet.pdf

THANK YOU

QUESTIONS & ANSWERS