

Objective

Increase awareness of the potential benefits & risks of the use of social media in the health care system



Definition



**Websites &
Applications that
enable users to
create & share
content or
participate
in social
networking.**



A central diagram with a large central hexagon labeled "COMMON ONLINE APPLICATIONS". Surrounding it are five smaller hexagons, each containing a category of applications and specific examples. The categories are: "COLLABORATION PROJECTS" (Wikis), "CONTENT COMMUNICATOR" (YouTube, TikTok), "VIRTUAL GAMING or SOCIAL WORLDS" (HumanSim, Virtual Reality Games, Consoles w/ web access), "SOCIAL NETWORKS" (Facebook, Snapchat, Instagram), and "BLOGS/FORUMS" (Twitter, Blogger, Reddit). The background is a blurred image of a person using a laptop and tablet.

COMMON ONLINE APPLICATIONS

COLLABORATION PROJECTS

Wikis

CONTENT COMMUNICATOR

YouTube
TikTok

BLOGS/FORUMS

Twitter
Blogger
Reddit

VIRTUAL GAMING or SOCIAL WORLDS

HumanSim
Virtual Reality
Games
Consoles w/ web
access

SOCIAL NETWORKS

Facebook
Snapchat
Instagram

Drawbacks

Risks

- Misinformation
- Confidentiality

Limits

- Inappropriate substitution for in-person contact
- Limited capacity for self-regulation, children, youth & peer influences

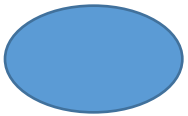
Health

- Loss of sleep
- Effect on mental health

Positives



- Connection with others
- Finding community, commonality



- Provides a window into the roles a person plays
- Allows for individuality and personalization



- Offers learning opportunities
- Opens people up to different cultures and ideas

Drawbacks

Risks

- Misinformation
- Confidentiality

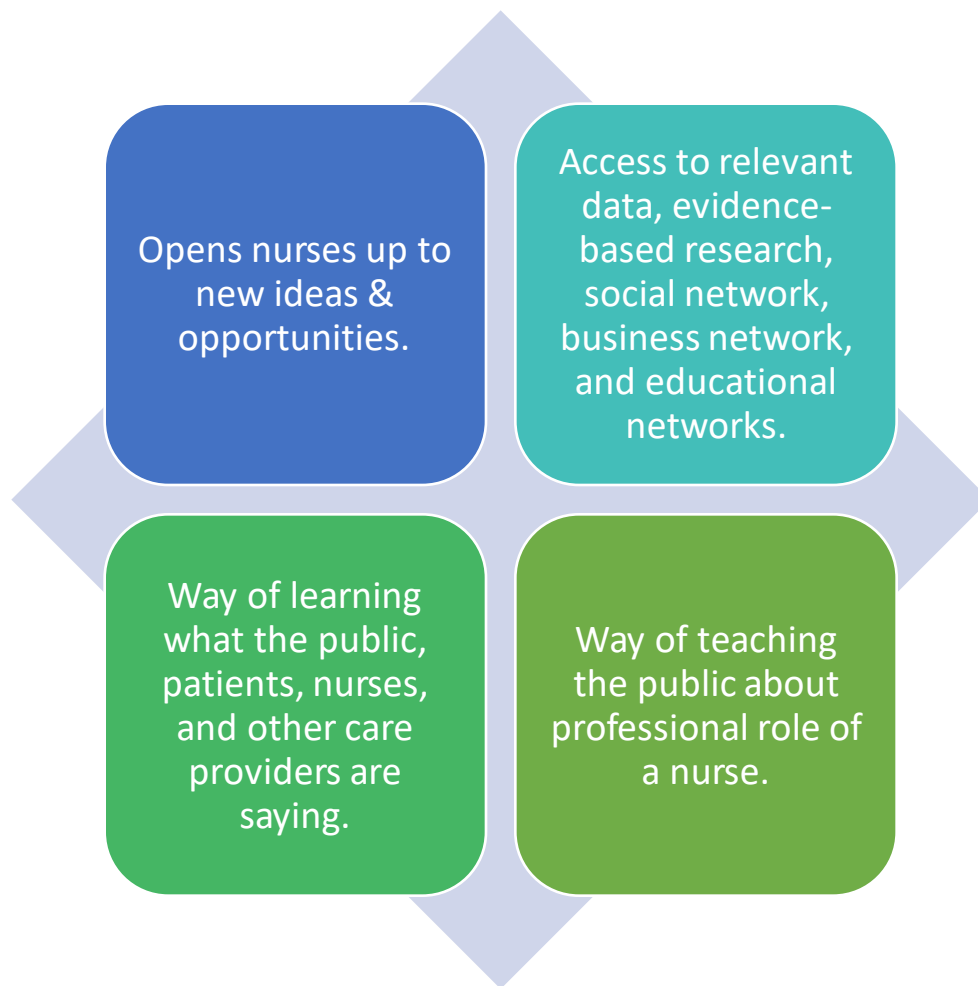
Limits

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Health

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Nurse-Specific Opportunities



Examples of Social Media use in Healthcare

SELF CARE

- [UPWORTHY.COM](https://www.upworthy.com)

DISCUSSION FORUMS

- [PATIENT.INFO/FORUMS](https://patient.info/forums)

ACCESS TO CLINICAL TRIAL INFORMATION

- [CLINICALTRIALS.ORG](https://clinicaltrials.org)

PLATFORMS TO POST EXPERIENCES

- [CARINGBRIDGE.ORG](https://caringbridge.org)

PROJECTS TO ADDRESS HEALTH LITERACY

- [CENTERS FOR HEALTH LITERACY \(HOSTED BY CDC.GOV\)](https://www.cdc.gov/healthliteracy/)

LIFESTYLE, WEIGHT LOSS, EXERCISE

- [BEYONDBODY.COM](https://www.beyondbody.com)

E-PATIENT MOVEMENT

- [KLICK.COM](https://www.klick.com)

Confidentiality versus Privacy

Confidentiality

Information learned during the course of treatment must be kept confidential. Disclosure may be made only to members of the health care team for health care purposes. Informed consent is required for other disclosure..

Privacy

Relates to the patient's expectation and the right to be treated with dignity and respect. A breach of privacy, even inadvertent, damages the particular nurse-patient relationship.

Federal law further defines privacy through HIPAA.

The Act defines individually identified information.

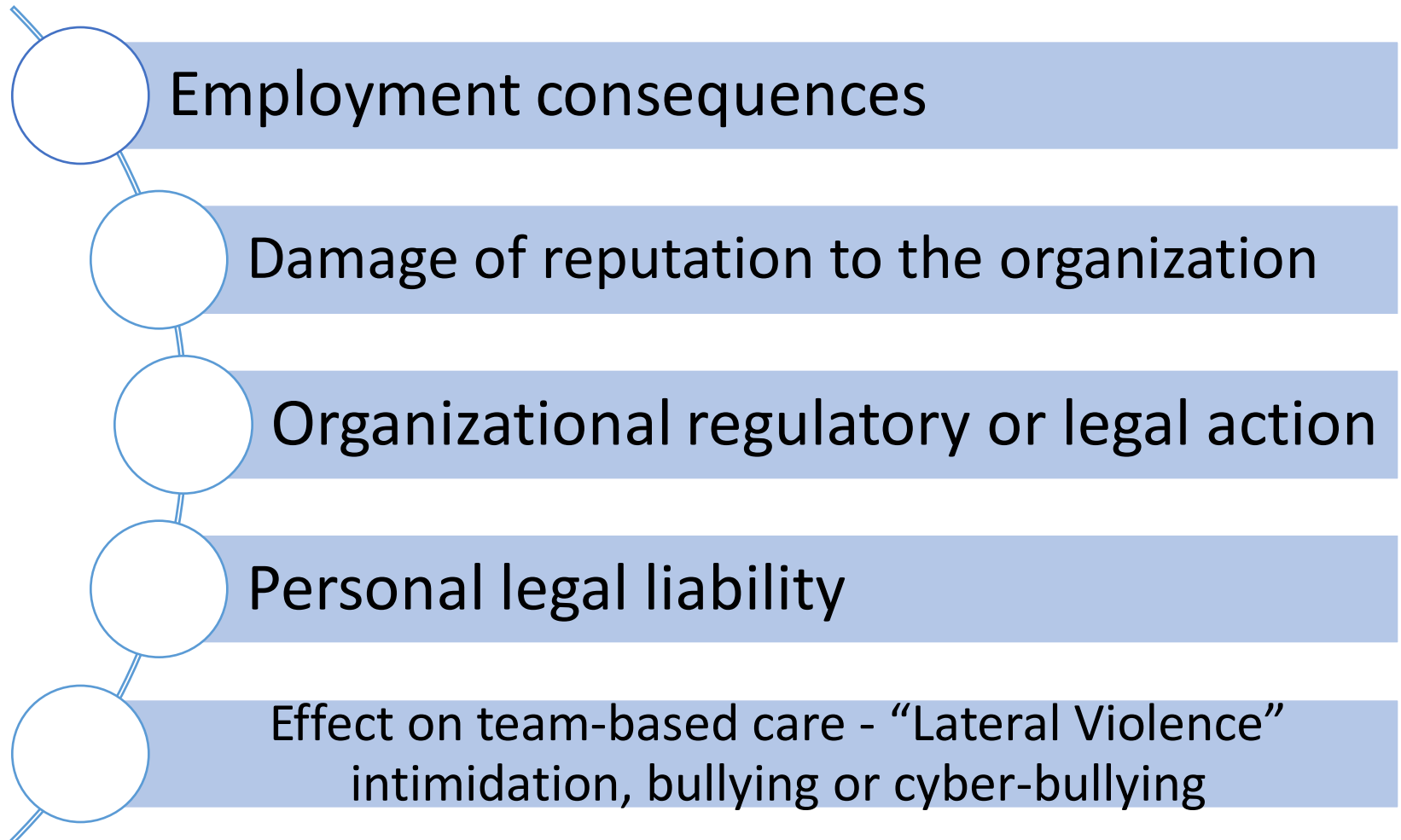
It established how information may be used, by whom and under what circumstances.

Postings resulting in Disciplinary Action

- Posting vacation photos while on FMLA
- Posting on Facebook describing caring for “sweaty” patient in labor
- Photos of patient’s tattoo taken while patient under anesthesia and posted on snap chat
- Posting patient’s x-ray online and discussing it on Facebook
- Looking up family member’s medical record and posting lab results on Facebook



Other Consequences



Common Myths & Misconceptions

- Harmless if private information is disclosed if it is only accessed by the intended recipient
- Confusion about a patient's right to disclose personal information and the nurse's disclosure of the patient information without a care-related need
- Ease of posting and nature of sharing information between professional and personal lives
- Acceptable to discuss or refer to patients if they are not identified by name

Avoiding Problems



- Recognize ethical & legal obligations to maintain patient privacy & confidentiality
- Do not transmit patient-related images or materials
- Do not share, post, or send any information gained in the nurse-patient relationship unless there is a legal obligation to do so
- Do not identify patients by name, initials, room number, diagnosis, or other information
- Consider personal privacy – name badge, photos, etc.

Avoiding Problems (Cont.)



- Do not refer to a patient in a disparaging manner, even if the patient is not identified
- Do not use work email address when using social media
- Consider not including employment location or employer on social media profiles

Avoiding Problems (Cont.)

- Follow organizational policies on taking photos or videos for treatment or other legitimate purposes
- Do not make disparaging, threatening, harassing, profane, obscene, sexually explicit, racially derogatory, homophobic, or other offensive remarks about employers or patients to coworkers or anyone else
- Avoid giving nursing care or health care advice in social media settings
- Do not post content or speak on behalf of the employer unless authorized to do so; follow applicable policies
- Follow organizational policies on accessing social media sites at work
- Keep focus on work during work-hours

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