

Social Media and Psychology

Oregon Board of Psychology

Social Media Work Group

APA Convention at San Francisco

August 11, 2018

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

– Erik Qualman

Who Uses Social Media?

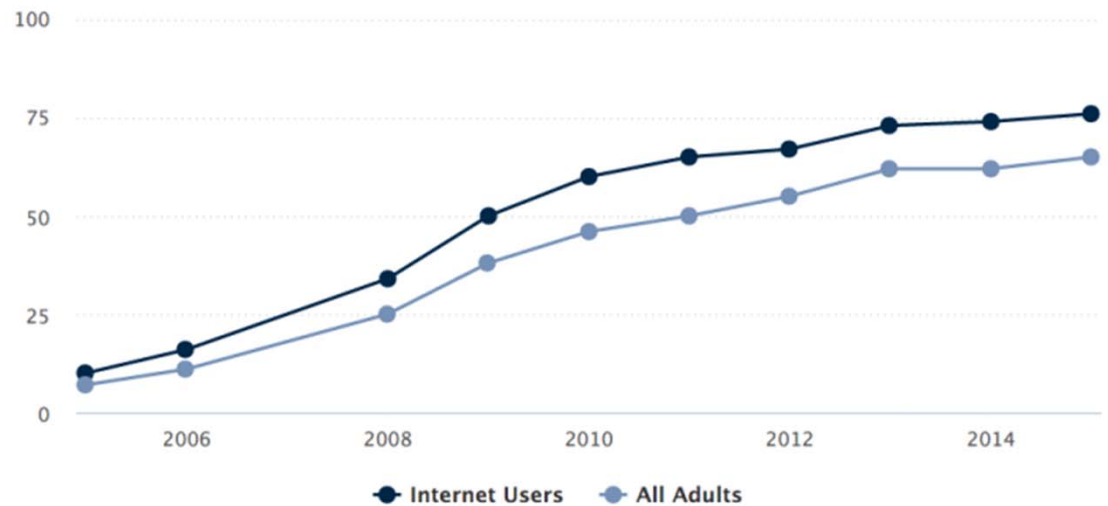


How many people use social media in the U.S.?

Social Networking Use Has Shot Up in Past Decade

Chart Data Embed

% of all American adults and internet-using adults who use at least one social networking site



**If Facebook
were a country**

**it'd be
the world's
3rd largest**



The background features several sets of curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A prominent red speech bubble is positioned on the left side of the slide.

10+ reasons for psychologists to use social media

- Being included in conversations
- Reach
- Support and resources
- Accessibility
- Sharing information
- Becoming part of a larger group or movement
- Marketing
- Building business relationships
- Keeping up to date
- Emergency communications
- Immediacy
- Cost
- Time management

How many of these can you identify?



“SOCIAL MEDIA IS
CHANGING THE
WORLD, AND
WE'RE ALL HERE
WITNESSING IT.”

IAN SOMERHALDER



So what's a
psychologist
to do?

Social Media and Ethical Issues

Confidentiality

**Informed
consent**

Technical

**Potential for
harm**

Competence

**Protection of the
psychologist's
privacy**

**Multiple
relationships**

**Owner of the
accounts**

**HIPAA
compliance**

Advertising

**Professional
conduct**

Oregon Board of Psychology Social Media Guidelines for Psychologists

- Introduction
- Confidentiality
- Informed consent
- Multiple relationships
- Risk management
- Promoting the profession
- Competency
- Security
- Vignettes
- References and resources

Confidentiality



Confidentiality Proposed Solutions

- **Use privacy settings**
- **Don't search your client(s)**
- **Maintain confidentiality**
- **Protect the profession**



Informed
consent



Informed Consent Proposed Solutions

Risks and benefits

Emergencies

Back-up plans

Mobile devices

Alternatives



Example of email disclosure

- **Confidentiality Notice:** this message is intended only for the use of the individual or entity to which it is addressed and may contain information whose confidentiality is protected by Federal Law. Federal Regulations (42 CFR, Part 2) prohibit you from making any further disclosure of it without the expressed written consent of the person to whom it pertains, or of the guardian or custodial parent of the minor to whom it pertains. This prohibition applies to any reference to this email, either verbal or written, or to any excerpting, photocopying, or direct quotes from this email. If you are not the intended recipient, please delete this email immediately.
- In requesting a response from me via email, you are hereby giving your consent for a response by email, understanding that email may not be encrypted and even if encrypted, email poses security risks that threaten confidentiality (i.e., other people reading your messages, hacking and email pirating, lost or stolen devices). If you would prefer a response in another format (telephone, voice mail, FAX, or postal service), please indicate your preference by contacting me by any of these other methods.

Risk Management





- copyright infringement
- Libel
- antitrust laws
- commercial postings
- political endorsements
- case consultations
- domestic violence



- Have a social media policy.
- Are you licensed?
- Use privacy settings.
- Use only secure WiFi networks or an IP anonymizer.
- Encrypt attachments.
- Use email encryption.
- Turn off location tracking.



Risk
Management:
Proposed
Solutions



Multiple Relationships Solutions

1. Be responsible for all connections that you make through social media.
2. Familiarize yourself with privacy policies and settings.
3. Be vigilant about any comments or posts that you make on any social media platform.

Computer Pro



Competence



Competence Solutions

- Do not search social media sites for your client.
- Conduct adequate risk analysis.
- Maintain adequate qualification and training in technologies
- Be aware of potential ethical issues.

Professional Conduct

“Don't say anything online that you wouldn't want plastered on a billboard with your face on it.”

– Erin Bury

**“What happens in Vegas
stays in Vegas; what happens on Twitter
stays on Google forever!”**



Jure Klepic, digital strategist

John Such



Professional Conduct Solutions

- Limit your tweets
- Don't friend clients
- Know your links
- Use separate accounts
- Don't google your clients
- Google yourself

Security



The background features several sets of curved lines in shades of gray, some solid and some dashed, creating a sense of motion or a circular path. A prominent red speech bubble is positioned on the left side of the slide.

Security

- Relevant Ethical Codes
- Potential problems
- Proposed solutions

Security Solutions



- **Search for security vulnerabilities**
- **Train personnel who have access to sensitive information**
- **Choose software and equipment to handle sensitive information**
- **Precautions to prevent damage, theft, or loss of equipment.**

More Security Solutions

Take precautions to prevent unauthorized people from accessing sensitive information.

Encryption

Back-ups

Virus protection

Use strong passwords

Consider 2-factor authentication methods.





Vignettes



References and Resources



The background features several sets of curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A prominent red speech bubble is positioned on the left side of the slide.

Thanks to our
work group

- **OBOP board members (Cliff Johannsen, Sandy Jenkins, Linda Nishi-Strattner)**
- **OBOP staff (Charles Hill, Ashlie Rios)**
- **OPA representatives (Carilyn Ellis, Spencer Griffith, Mary Peterson)**
- **Licensed psychologists (Deborah Wise)**
- **Counseling Licensee and Technology Specialist (Roy Huggins)**

A red speech bubble graphic with a white outline, containing the text "Questions?".

Questions?

- Please contact Oregon Board of Psychology

3218 Pringle Rd., SE

Suite 130

Salem, Oregon 97302-6309

<https://www.Oregon.gov/OBPE>

503-378-4154