



Social Media - an ethical mine field

Corné Nel UP



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It is not evil or unprofessional – it can be an excellent marketing tool!

Ethics is what you do when nobody is watching ~ George Bernard Shaw

Social media ~ -everybody is watching!!

Social media is about PERCEPTION - it has very little to do with the truth.....

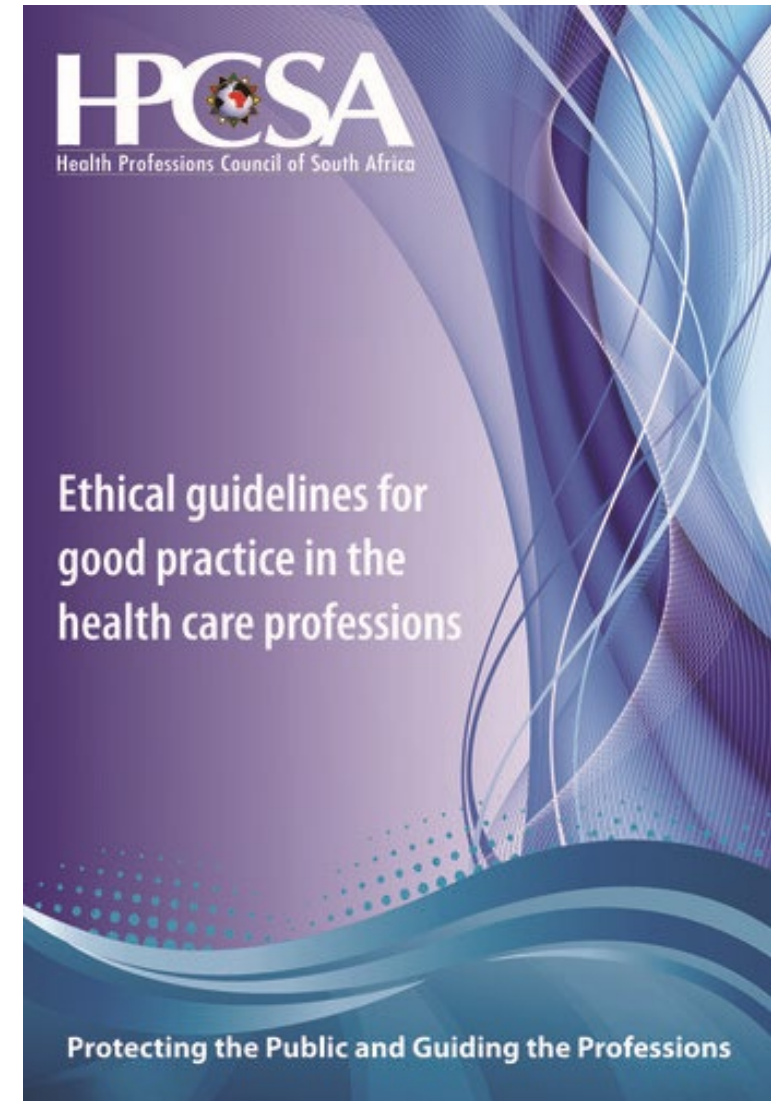
You will never get a second chance to make a first impression

Policies/ Guidelines



Ethical guidelines

- Booklet 1 – 17
- 335 pages
- Topics:
 - **General ethical guidelines** for health care professions
 - **National Patients' Rights Charter**
 - Seeking patients' **informed consent**: The ethical considerations
 - **Confidentiality**: Protecting and providing information
 - Guidelines for the practice of **Telemedicine**
 - **16: Ethical Guidelines on Social Media**



THE SPIRIT OF PROFESSIONAL GUIDELINES

Practice as a health care professional is based upon a **relationship of mutual trust between patients and health care practitioners**. The term "profession" means "a dedication, promise or commitment publicly made". To be a good health care practitioner, requires a **life-long commitment to sound professional and ethical practices** and an overriding **dedication to the interests of one's fellow human beings and society**. In essence, the practice of health care professions is a moral enterprise. In this spirit the HPCSA presents the following **ethical guidelines** to guide and direct the practice of health care practitioners. These guidelines form an integral part of the **standards of professional conduct** against which a complaint of professional misconduct will be evaluated.

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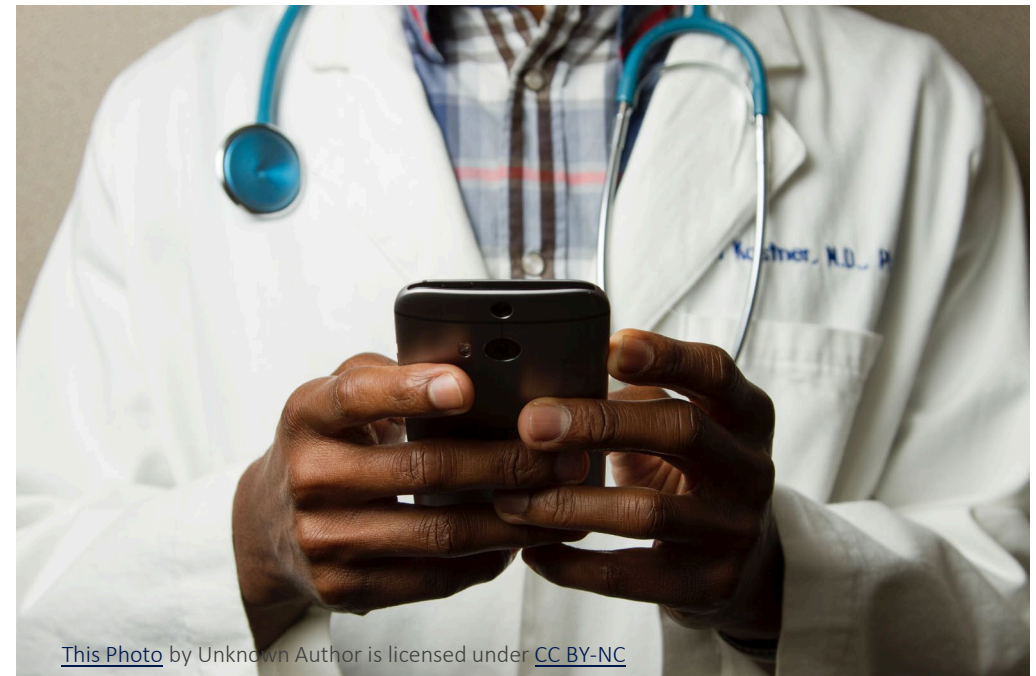
Health practitioners may find social media **beneficial** as it allows them to keep **updated on the latest healthcare developments** through reputable user-generated content, **build a professional support network** as well as **communicate and share health-related information** with the public and other health practitioners.

Obligations:

HPCSA Ethical and Professional Rules, the Professional Board's **scope of practice** and other relevant legislation, such as the **Promotion of Access to Justice Act 3 of 2000**, the **Protection of Personal Information Act 4 of 2013**, and the common law

Ethical obligations and responsibilities regarding their **relationships with their patients and each other**, such as those set out in **Booklet 1** General Ethical Guidelines for Health Care Professionals and **Booklet 5** Confidentiality: Protecting and Providing Information.

Obligations relating to the **electronic storage and transmission of patient and client data for professional purposes** are found in **Booklet 10** General Ethical Guidelines for Good Practice in Telemedicine



HPCSA

GENERAL ETHICAL GUIDELINES FOR HEALTH CARE PROFESSIONALS

The core ethical values and standards required of healthcare practitioners include the following:

2.3.8 Confidentiality: Healthcare practitioners should treat **personal or private information as confidential in professional relationships with patients** - unless overriding reasons confer a moral or legal right to disclosure.



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NATIONAL PATIENTS' RIGHTS CHARTER

2.7 CONFIDENTIALITY AND PRIVACY

Information concerning one's health, including **information concerning treatment may only be disclosed with informed consent**, except when required in terms of any law or any order of court



* Health practitioners **must** obtain the written consent (or assent in the case of children under 12) of the patient **before publishing information** (e.g. case histories and photographs) about them in media to which the public has access, **whether or not** the health care practitioner believes the **patient can be identified by the data**.

* Health practitioners **sharing information or data** for the sake of **diagnosis, treatment or education and training** through social media must **ensure** that the recipient of the information is **not able to identify** the patient from the data disclosed.

* Disclosure of information on social media must **be kept to the minimum** necessary in order to protect the rights of patients.

* Health practitioners must be aware that there is **always a risk that the information can be disseminated**, even in so-called “invisible” groups, (i.e. people you do not know are reading the information or who you did not know could read the information).

* The obligation **to keep patient information confidential** remains **even after the patient dies**.

HPCSA

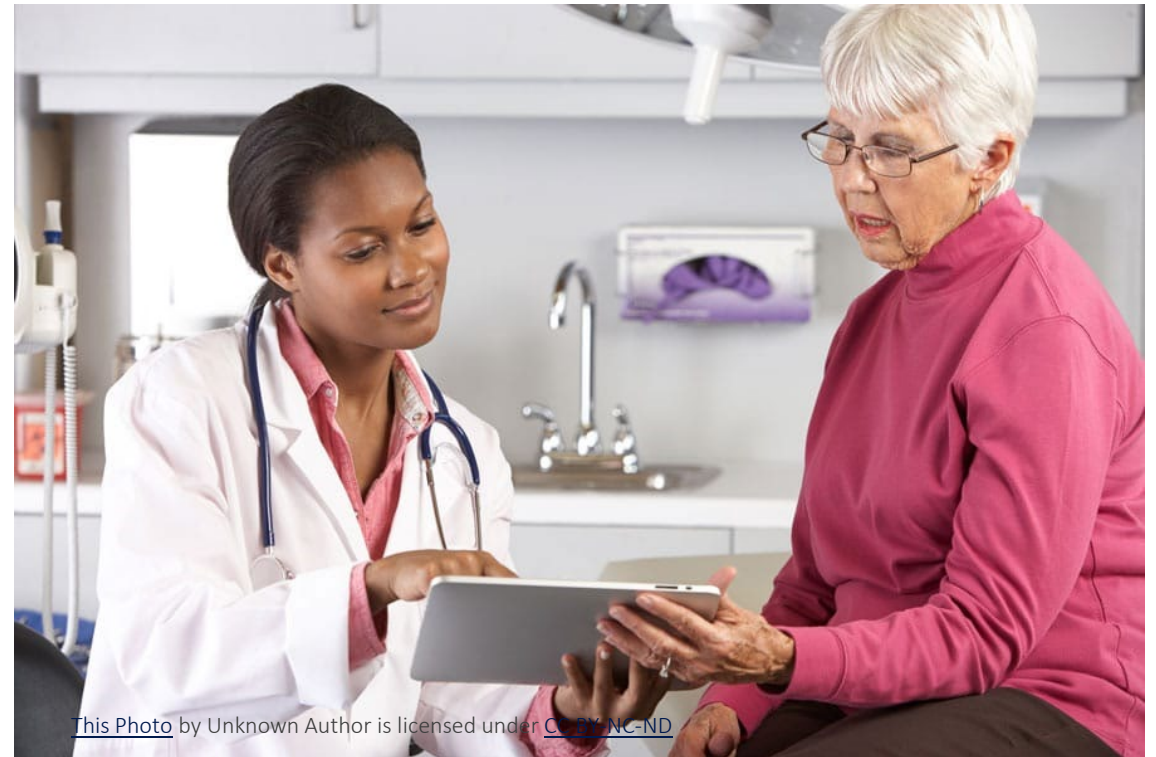
PRACTITIONER-PATIENT RELATIONSHIP

Interaction between health practitioners and their patients on social media **can blur the boundaries** of the professional practitioner-patient relationship.

Health practitioners are advised **not to interact** with patients via social media platforms as a failure to maintain strictly professional relationships with patients could result in other ethical dilemmas

The **POPI Act** outlaws the acquisition of data about an individual's health or sex life outside the healthcare setting, and by having access to patients' social media profiles, health care practitioners may find themselves **pry to personal patient information that has not been shared in the healthcare setting**

Health practitioners may choose to share personal information about themselves with their patients during **face-to-face consultations**, but social media does not offer a similar level of control over the extent and type of content shared



*Should the health practitioner receive an inappropriate message from a patient via social media, they should **politely re-establish professional boundaries and explain their reasons for doing so.**

*Except in an emergency or life-threatening situation, if a patient is seeking health care advice over social media, the health care practitioner should politely request them to **set up an appointment in-person.**

***Providing health advice over social media** to individuals with whom the health practitioner does not have a practitioner-patient relationship is discouraged and should be done with the outmost discretion.

*If health advice is shared online, it must be **evidence based , scientifically sound and generic** and the recipient must be directed to **consult with a health practitioner** in person before following through.

*Health practitioners should **separate their professional and personal social media accounts** to help maintain the appropriate professional boundaries

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THE HEALTH PROFESSION'S IMAGE

If the health care practitioner uses social media in their **personal capacity**, their online activity may nevertheless bring the profession into disrepute

The media routinely monitor online activity to research stories or potential stories. Information posted online may be disseminated, whether intended or not, to a larger audience, and **may be taken out of context**.

Content posted on social media may also harm the **health practitioner's employability and recruitment, limiting professional development and advancement**. Employers often monitor the social media profiles of prospective employees, and are known to turn away applicants based on questionable digital behaviour.



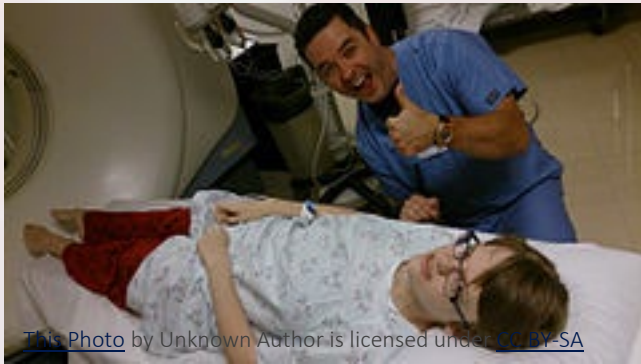
*Social media activities health practitioners **should avoid** for example include:

8.4.1 **Taking photographs** during surgery and other forms of care or treatment;

8.4.2 Making unsubstantiated **negative comments** about individuals or organisations;

8.4.3 Making **informal and derogatory comments** about patients;

8.4.4 Making comments that can be perceived as **racist, sexist, homophobic or otherwise prejudiced, even if meant in jest or as satire**



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CONFLICT OF INTEREST

Social media is also a **popular tool for the advertisement and promotion** of goods and services, with the growing online market being one of the most emphasised in business practice

When using social media, even if via personal or anonymous blogs, health care practitioners must **comply with the HPCSA rules on advertising practice**, (including not engaging in active or passive touting and canvassing or allowing others to do so on their behalf), and must make sure that they **declaring their financial interests in hospitals** (see **Booklet 2** *Ethical and Professional Rules of the Health Professions Council of South Africa* and **Booklet 11** *Guidelines on Overservicing, Perverse Incentives and Related Matters*)



*Health practitioners may not **advertise, endorse or encourage** the use of any hospital, medicine or health-related product on social media in a manner that **unfairly promotes the practice of a particular health practitioner or establishment** for the purposes of financial gain or other valuable consideration.

*A failure to follow these guidelines when using social media will undermine public trust in the health profession.



Status update

At 22h00 you want to inform your employees who is working tomorrow, at 7h00am or not. Bad management!

So f#%*\$n tired of how patients talk to us in the hospital. F#\$K!

Never get sloshed the night before you're on call, ngoba ngizokuhleka mina ekuseni



Inappropriate image

Something to discuss in private with your employer





PROFILE PICTURES



Jessica Sky

Wall Info Photos

Write something...

Attach: [Share](#)

Jessica Sky

My Private Photos

4 minutes ago · Comment · Like · Share

Johnathan Smith Hey girl, I heard you're in town today. Give me a call, hope your bf doesn't catch ya :)

55 minutes ago · Comment · Like · See Wall-to-Wall

Jessica Sky Don't worry about it, he doesn't have to :)

53 minutes ago

Write a comment...

View Photos of Jessica (337)

View Videos of Jessica (0)

Send Jessica a Message

Chat with Jessica

Poke Jessica

Friends

453 Friends [See All](#)



me Cougar in me thinks your adorns. But the Recruiter in me makes me think





How a Facebook Update Can Cost You Your Job? News Coverage of Employment Terminations Following Social Media Disclosures, From Racist Cops to Queer Teachers

Brady Robards and Darren Graf

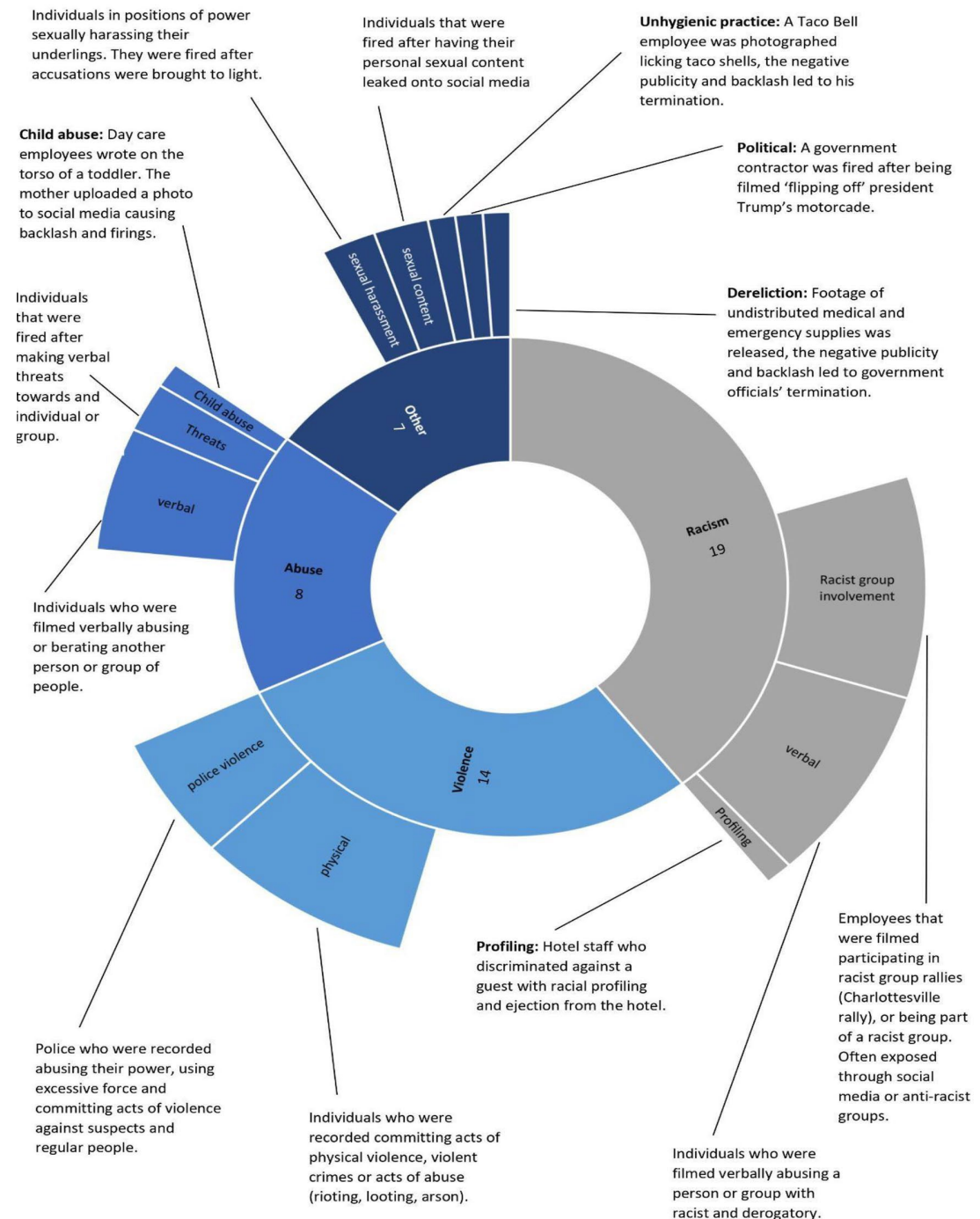
March 2022

Social Media + Society

Report on a study of 312 news media articles that document stories of people being fired because of a social media post.

Racism was the most common reason, followed by other forms of discriminatory behavior (such as queerphobia), offensive content, workplace conflict, political content, acts of violence, and abuse.

Social Media + Society January-March 2022: 1–13
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17 May 2022

CANDICE MCGREGOR

<https://www.bizcommunity.com/Article/196/23/75304.html#>

In a recent matter an employee of Gold Reef City Casino was **dismissed for posting derogatory comments, and the dismissal was upheld by the CCMA**. In this case the employee had **posted on his Facebook page** that he had been fired by his employer for being gay, which the employee knew was not the truth. The employee then followed up with a comment which read "F*** you all" and thereafter clarified that the comment was not directed at his friends but rather at "GRCC". The commissioner found that it was clear that "GRCC" referred to his employer, who was easily identifiable and that the employee had intended to bring his employer's name into disrepute.

HPCSA complaints

THAT you are guilty of unprofessional conduct or conduct which, when regard is had to your profession, is unprofessional in that on or about December 2019, you acted in a manner that is not in accordance with the norms and standards of your profession in that you: 1. **send inappropriate and pornographic material to a client you assessed.**

The Respondent was found guilty. The sentence is effective for **two years suspension from practice plus the Respondent to attend training on Ethics** which should be determined by the Board

FIRED!!



My boss is such a jerk! He is a selfish, low life prune that doesn't deserve me!

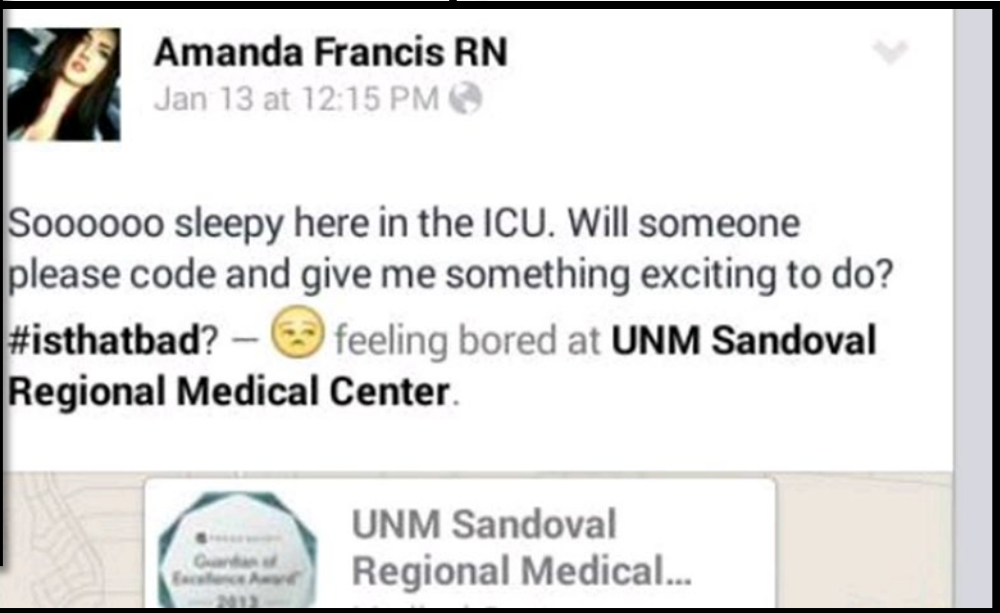
Like · Comment · Share · Promote ·

I completely agree, I don't deserve you. You have 12 hours to clear out your office, and clock out for the last time. Talk to me tomorrow about getting you your last pay check. lamebook.com




Shana Poohpooh Latrice at Brookfield Zoo
4 hrs · Instagram · 🌐

Wassup y'all?
At work serving these rude ass white people



Amanda Francis RN
Jan 13 at 12:15 PM 🌐

Sooooo sleepy here in the ICU. Will someone please code and give me something exciting to do? #isthatbad? — 😞 feeling bored at UNM Sandoval Regional Medical Center.

 UNM Sandoval Regional Medical...



FIREFIGHTER FIRED

KYLE GRENIER

I can see the next fire call will be this house on fire and I'll make sure I can't find the hydrant lol... Just make sure no water so no more house party's with black Boston people.

RIGHT NOW ← ← ← ← ←

REETOWN FIREFIGHTER FIRED OVER SOCIAL MEDIA POST

#W

Criminal charges

She was found guilty of hate speech in the Equality Court and ordered to pay R150 000 to the Adelaide and Oliver Tambo Foundation.



Penny Sparrow

These monkeys that are allowed to be released on New years Eve And new years day on to public beaches towns etc obviously have no education what so ever so to allow them loose is inviting huge dirt and troubles and discomfort to others. I'm sorry to say I was amongst the revellers and all I saw were black on black skins what a shame. I do know some wonderful thoughtful black people. This lot of

monl
think
and c
Shall
monl
monl
litter.
Sat at



Penny Sparrow

40 mins · 🌐

I apologize for my statement I made in reply to a statement i read about the dirty beaches on new years day. I did not mean it to be a personal insult to anyone. It was a statement I made in reply to comment on how littered the beaches and streets were on New Years Day . I'm sorry if you have taken it personally .its not meant to be a personal thing. If you read it properly you would have seen I'm not Racial , in fact I help underprivileged people of all races . please accept my apology I certainly didn't mean to anger you.



Criminal charges

Ex-ANC employee Velaphi Khumalo went overboard in his disdain.

He responded by calling for a “Hitler-style cleansing” of white people, saying that they should all be skinned alive. He was found guilty of committing hate speech and was also forced to hand over a hefty fine for his indiscretions

She passed away 3 years later on 25/7/2019 from lung cancer

Heading in news paper:

Convicted racist Penny Sparrow dies of lung cancer - report



Criminal charges

Woman Who Urged Boyfriend To Commit Suicide Must Serve 15 Months In Prison

August 3, 2017 4:24 PM ET

Michelle Carter, who was convicted of involuntary manslaughter for texting her boyfriend and urging him to kill himself.

Carter, 20, was found guilty and has been sentenced to 2 1/2 years in prison, with all but 15 months suspended. She will also serve five years of probation.

At her sentencing hearing, Carter's lawyer asked the judge to "spare his client any jail time and instead give her five years of probation and require her to receive mental health counseling," The Associated Press reports.

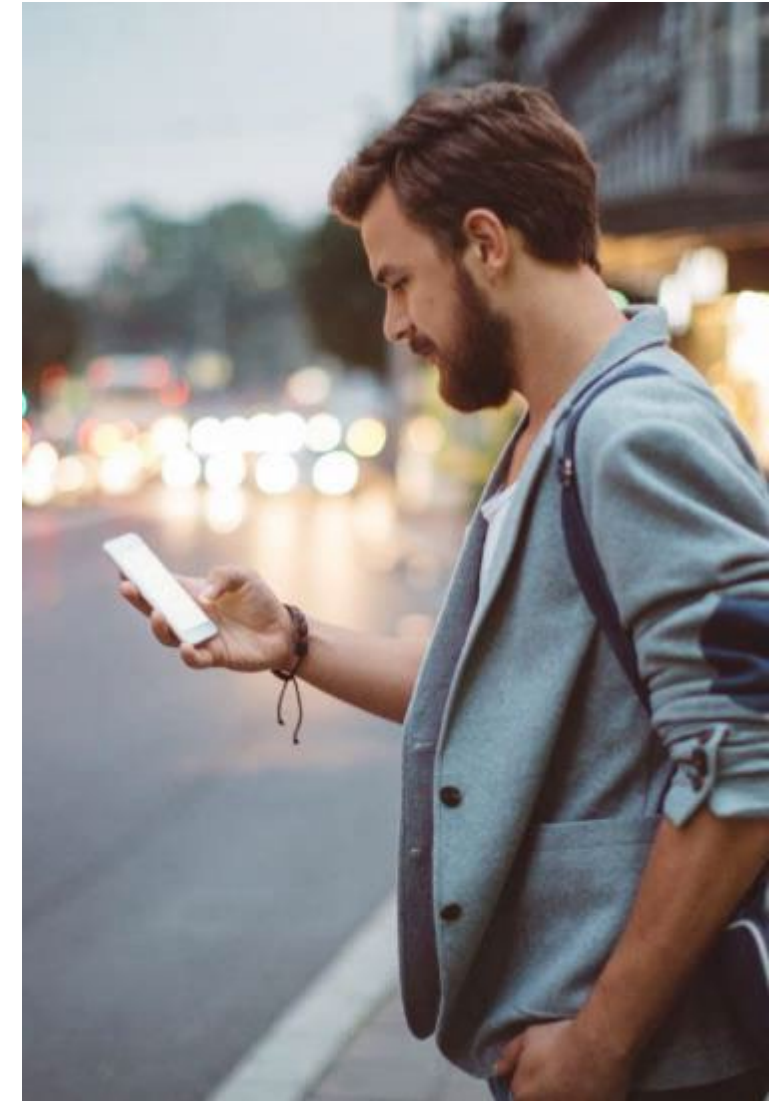
Lawyer Joseph Cataldo said that "Carter was struggling with mental health issues of her own — bulimia, anorexia and depression — during the time she urged Roy to kill himself," the wire service writes.

<https://www.npr.org/sections/thetwo-way/2017/08/03/541420286/woman-who-urged-boyfriend-to-commit-suicide-sentenced-to-15-months-in-prison>



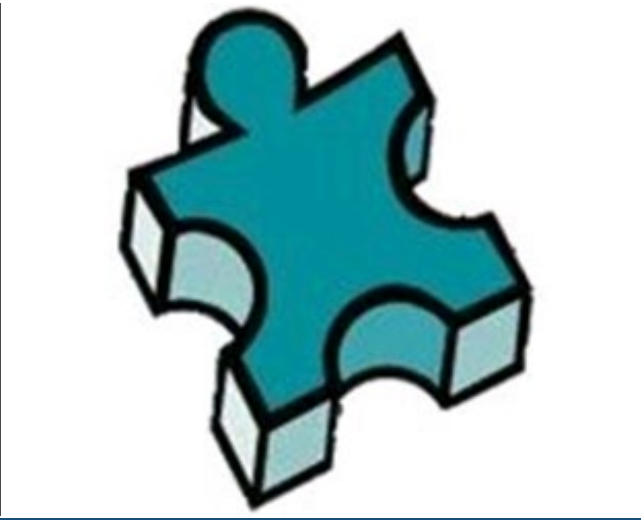
LinkedIn

Business and employment-oriented social networking service that operates via websites. Mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.



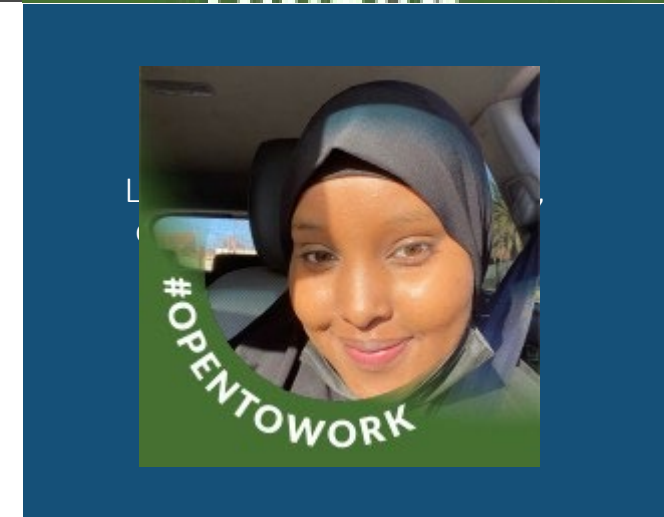


Profile Pictures





Profile Pictures





- Using Social Media: Practical and Ethical Guidance for Doctors and Medical Students

- www.samedical.org/files/Guideline%20for%20Dr%20Using%20Social%20Media%20febr015.pdf

Be aware of the image you present online and manage this proactively

Recognise that the personal and professional can't always be separated

Engage with the public but be cautious of giving personal advice

Respect the privacy of all patients, especially the vulnerable

Show your human side, but maintain professional boundaries

Contribute your expertise, insights and experience

Treat others with consideration, politeness and respect

Remember that other people may be watching you

Support your colleagues and intervene when necessary



Build your own brand

THANK YOU!



Corné Nel

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