



COLLEGE OF NURSES
OF ONTARIO

ORDRE DES INFIRMIÈRES
ET INFIRMIERS DE L'ONTARIO

THE STANDARD OF CARE.

The Ultimate Test of *SELF*-Regulation

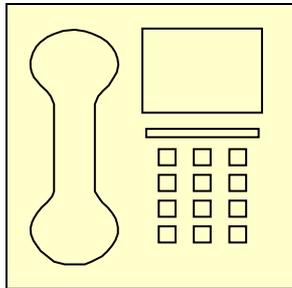
Nursing Leadership Network

March 24, 2011

Janet Anderson and Karen Puckrin

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Advances in Communication...



Social Media



Social instrument of communication that facilitates 2-way communication and interaction--not just provide information.

ANY platform to allow you to express your thoughts about a particular topic or issue.

(about.com)

Social Networks defined

Web based services enabling individuals to:

1. Construct a public or semi-public profile
2. Articulate a list of other users with whom they share a connection
3. View and traverse their list of connections and those made by others

(boyd and Ellison, 2007)

Global Experience

The New York Times

twitpic

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Now it's off to work in my beast. Wait... How'd that DOG get in there?

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mabrotsmi 150 days ago

This car is missing some explosive devices ;)

Technology and the regulatory role



How does the regulator support responsible use of technology to:

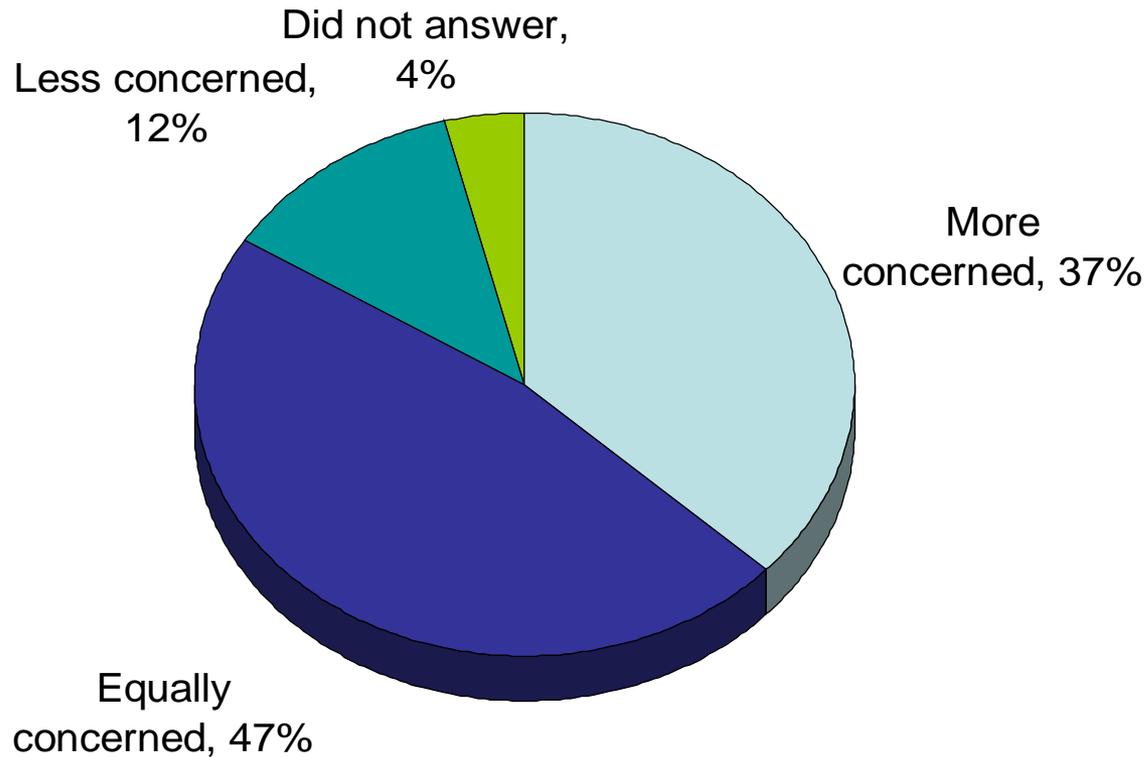
- prevent negative consequences?
- enhance professional practice?

Why are individuals challenged to apply traditional norms to new ways of communicating?

What Nurses Said...

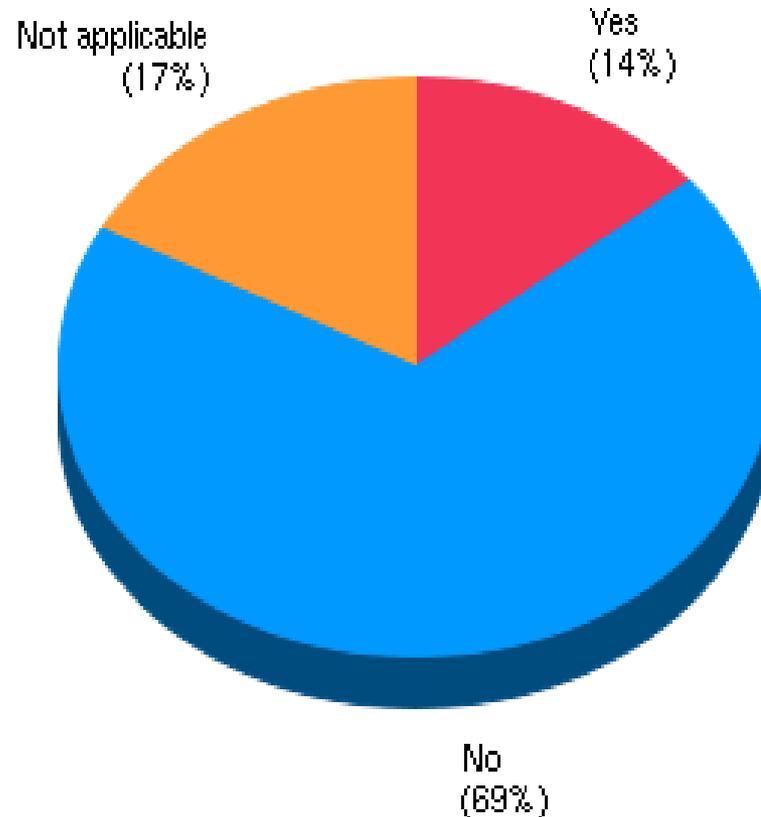
- CNO Survey 2008 and follow-up 2010
- Methodology in brief
- Progress of the research

Privacy, Professionalism and Facebook...



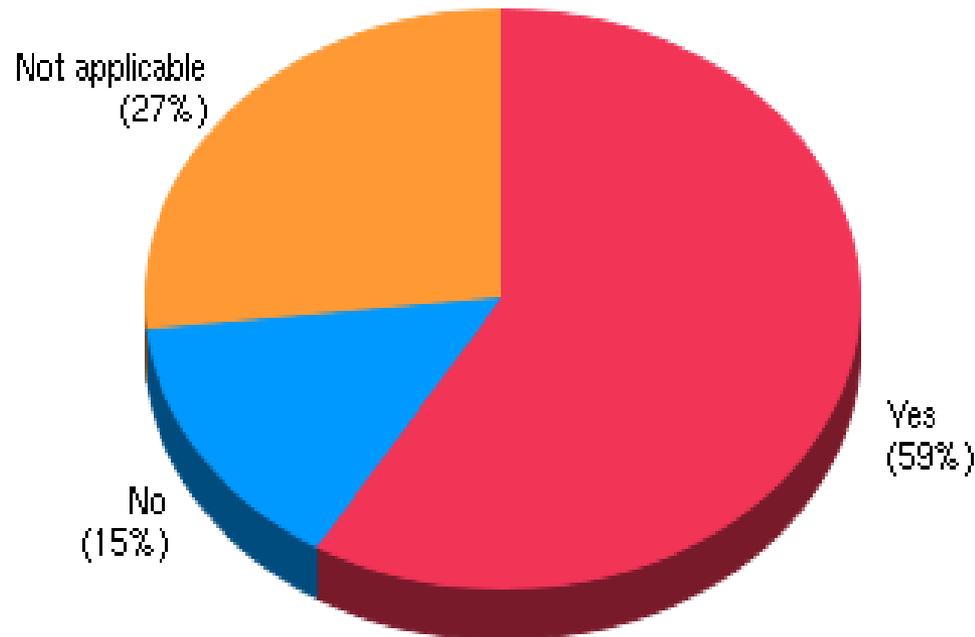
How would you compare your privacy concerns about using social networking sites versus other Internet activities...?

On-line profile



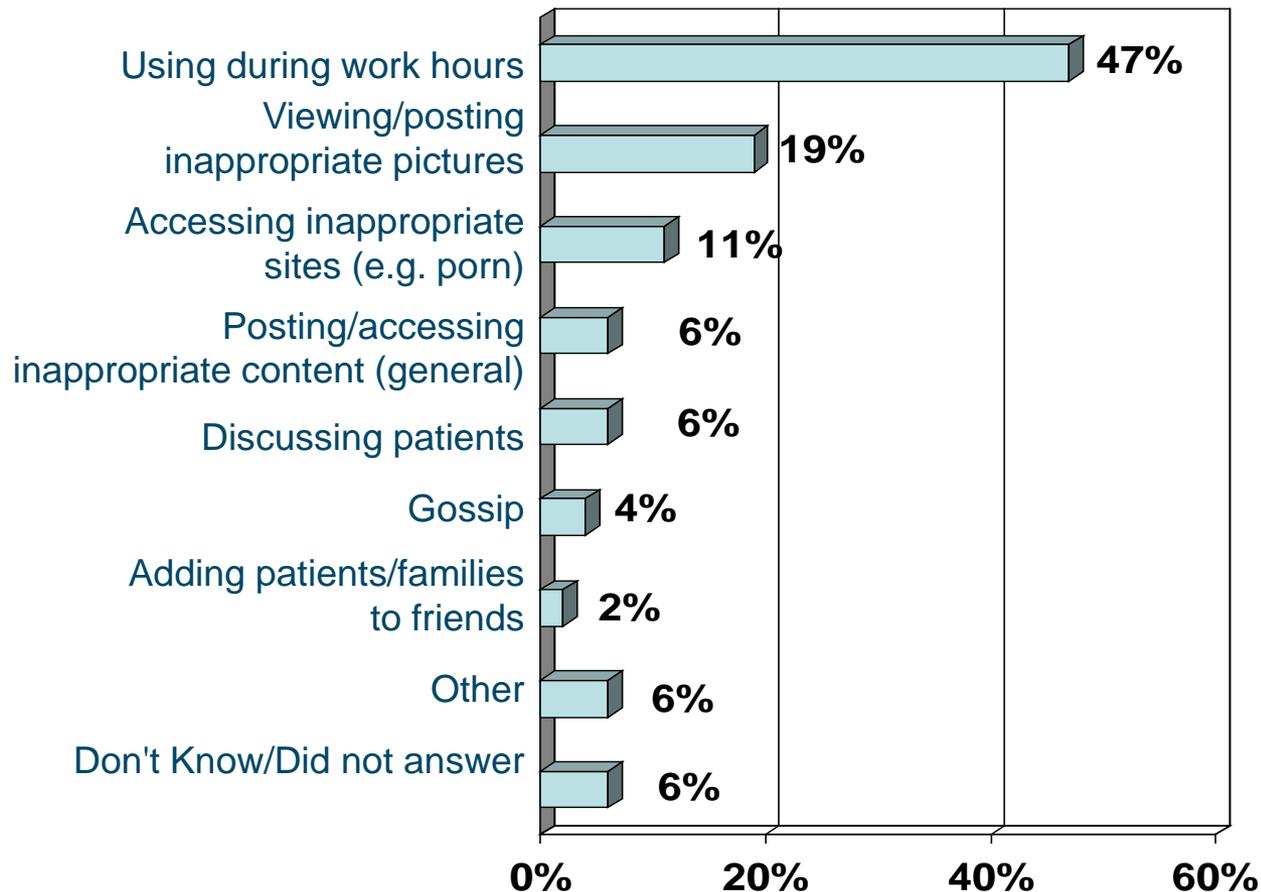
Do you identify yourself as a nurse when posting material on social networking sites?

Mindful of public perception...

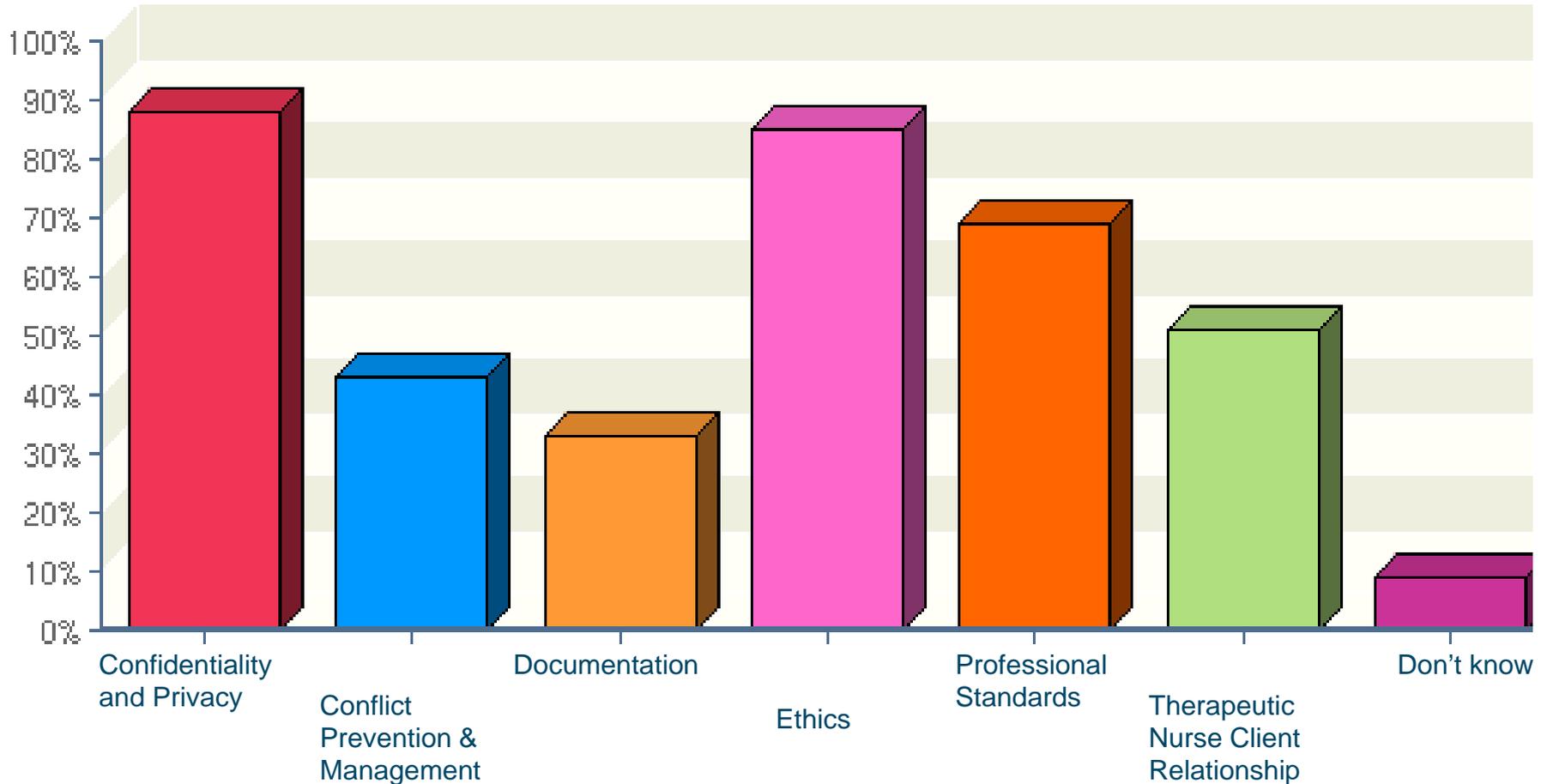


When posting information on-line, are you mindful of how members of the public might perceive you as a member of the nursing profession?

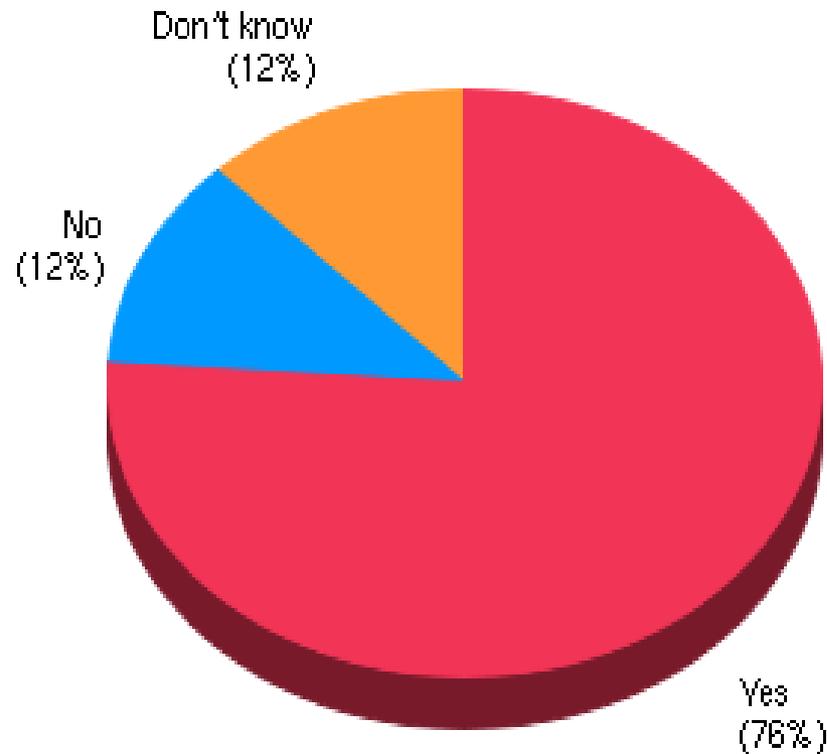
Social Network Behaviour Causing Nurses to Questioning the Professionalism of Others



College Practice Documents



Organizational Policy



Does your organization have a policy related to internet use?

CNO Research

Key Findings:

1. Euphoria and lack of established norms around the use of social networks
2. Lack of understanding about the power of social networks
3. A phenomenon identified as the *privacy paradox* (*Barnes,2006*).

A balanced approach...



You're invited...



A client, recently discharged from care in your organization has started a blog to share thoughts and feelings about their health care experience. A family member of the client sends a message to your work email and invites you to participate in the blog.

What are the considerations in this scenario?

How do you respond to the invitation?

Maximum exposure



A bad day at work...

A few nurses at *Neverland Health Care* had a particularly bad day. One of the nurses posted a picture on-line, of a group of nurses making unflattering gestures in front of the facility. A client as well as the name of the facility could be seen clearly in the photo.

You see the photo on the internet:

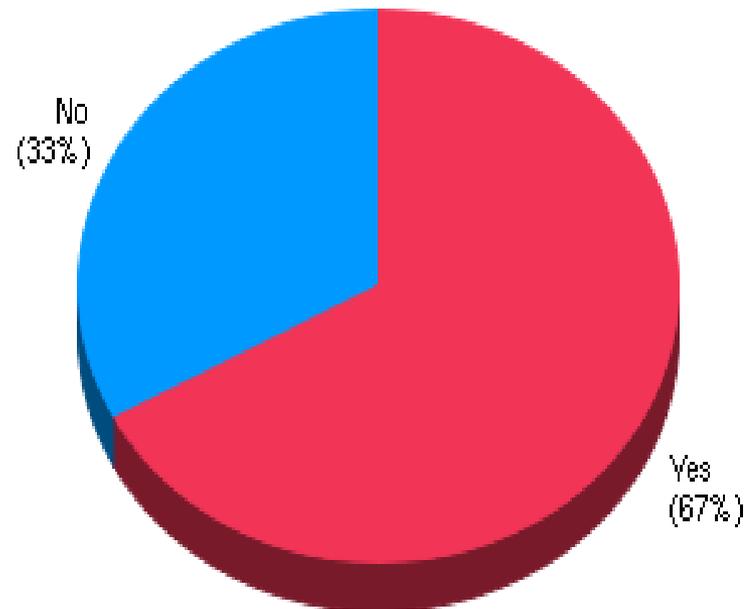
- a) One of your nursing colleagues is in the photo**
- b) You are a nurse administrator at the facility**

Describe your approach from each perspective above.

What are the solutions?

- Complexity
 - study the power of social media
- Control or manage?
 - euphoria occurs with introduction of each new technology
 - addressing misinformation
- The “Q” score
 - privacy vs. the desire to connect

Is Blocking Social Media the Answer?



Do you believe social networking site use should be blocked or prevented in the workplace?

Recommendations

- Policies, standards, guidelines
 - development, dissemination, engagement
- Controls
 - self-regulation, technological controls e.g. privacy
- Dialogue and Education
 - active, targeted, multi-faceted

What's on the horizon?



Questions or Comments....

