STRENGTHENING E-PROFESSIONALISM: DISCUSSING SOCIAL MEDIA DOS AND DON’TS WITH STUDENTS AND FACULTY

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Ripped from the headlines . . .

Nursing Students in Kansas Expelled for Posting an Image of a Placenta on Facebook


Human Returns to Campus to Apologize for Posting Picture of Cadaver to Her Facebook Page


WHAT IS COVERED?

Section I - Introduction:

Why is this topic important?
- Do you use any social media tools?
- For what purposes do you use social media tools?
- On average, how often do you check the various social media tools which you use?

Social media in the health professions
- Briefly share examples of how various organization (CDC, Children’s National Medical Center, etc.) use social media “From the headlines.”
- Cases of health students making the news for inappropriate/questionable social media use.

Section II - Real Life Examples:

Dialogue with the students.
- Present examples of social media use among health professionals and students – ask participants if they think they are good, bad, or maybe. Generate discussion and feedback.
- Who are you representing?
- Ask participants to consider who they are representing when they are using social media (i.e., themselves, their school/employer, their profession).

Section III - Follow up

LibGuide: A resource we created with links and information to help you protect/mend your online presence.

HISTORY

- In fall 2010, Himmelfarb Library created a library drop-in workshop on Delving into Digital Dirt: Social Networking for Individuals in Health Care, discussing social media best practices and how to avoid posting content that could be detrimental to a health professional’s career.
- The workshop included an interactive session reviewing examples of blogs, twitter and Facebook sites using audience response system (clicker) questions to evaluate content posted by medical professionals.
- It concluded with recommendations on specific actions health care professionals can take to improve their online social networking presence.
- The workshop received positive feedback and served as a pilot to help the library expand the exercises and develop a lesson plan to be integrated into student orientation sessions and curricula.

FACEBOOK, BLOG AND TWITTER EXAMPLES

Nursing Students in Kansas Expelled for Posting an Image of a Placenta on Facebook


Resident Returns to Campus to Apologize for Posting Picture of Cadaver to Her Facebook Page


TIPS ON CREATING AN E-PROFESSIONAL SESSION

Need: Find out if your university has a social media policy in place to address students’ online professional conduct.

Collaboration: Opportunity to collaborate and create a session within the new student orientation or curriculum.

Deliver Complete Package: Library designs the entire session including handouts, guest speakers and reflection exercise.

FUTURE PLANS

- Spring 2012: BSN Students at the Ashburn, VA campus
- Spring Semester 2012: 1st year medical students session (include guest speakers; Dr. Kind and Dr. Christien)