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Professionally Unacceptable: Boundaries to the Use of Social Media in Professional Nursing Practice



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Power of Social Media to Effect Change



With the New Global Alphabet



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Patient Portal, Virtual Treatment, and other iterations of Health Care Delivery via Social Media



Patient Portal Login

User Name: _____
Password: _____
Language: [Select English/Arabic] <-
[Login]


Presented by Suzanne Collins

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Boon as a Tool in Health Care Delivery



- **Professional Networking**
 - Information gathering
 - Information sharing
 - Open access peer review to build scholarship
 - Promotion of EBP and standardization of practices for optimal results
 - Research applications
 - Outcomes evaluation applications
- **Patient Relationships**
 - Personal engagement of health care services end users
 - Client empowerment & therapies
 - Real time client/family support & communication
 - Vehicle for public health strategies implementation
 - Collective advocacy for special interest groups

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Bane as a Imprecise Tool in Health Care Delivery




- **Professional & Personal Networking**
 - Blurring of professional and personal roles
- **Patient Relationships**
 - Blurring of patient & friend relationships

- Little time for reflective thoughtful responses
- Myth of privacy settings
- Practically impossible to truly delete
- Discoverable in proceedings

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Risky Business



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- Publicity of unprofessional HCP behavior/images that damage trust in the profession
- Libel/slander/defamation, moral turpitude
- Licensure for practice in all geographic areas served by the health care social media site
- (Mis)-management of client records
- Professional practice act violation, including failure to self-report or report others' violations
- Medical malpractice
- Ethics breach
- Creation of unintentional client relationships
- Inaccuracies in understanding or resultant decision-making related to unmoderated content
- Misrepresentation in advertisement/interpretation of qualifications
- Client privacy violation or breach of confidentiality
 - Privacy = client expectation
 - Confidentiality = allowable & prohibited information disclosure
 - HIPAA = protected health information sharing by electronic means
- Vicarious organizational liability
- Commercial or criminal exploitation of PHI

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Protective Strategy

- Social media use must be aligned with nursing professional standards of care, scope of practice, and institutional policy
- Legal Strategies



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- **Individual Use Strategies (personal/professional)**
 - Posted personal behavior is essentially public → beware
 - Cell phone photo dangers
 - Maintenance of clear personal/professional boundaries
 - Accurate portrayal of professional, educational, experiential qualifications; affiliations
 - Documentation of client treatment conducted outside of the traditional setting; informed consent issues
 - Clear understanding of distinctions between confidentiality and privacy
 - Malpractice insurance → a necessity!
- **Organizational Use Strategies (patient portal, virtual care)**
 - Documented client informed consent re: release, electronic transmission of PHI
 - Quality Issues
 - Manpower to constantly monitor, timely respond
 - High level data security programming
 - Data breach – hacking
 - Encryption/de-identification of PHI
 - Social media legal/expert consultations → a necessity!

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Resources

- American Nurses Association. (2015). Code for Ethics with Interpretive Statements.
 - <http://www.nursingworld.org/codeofethics>
- Department of Health and Human Service, Office of Civil Rights, Health Information Privacy
 - <http://www.hhs.gov/ocr/privacy/index.html>
- International Nurse Regulator Collaboration
 - <https://www.ncsbn.org/international.htm>
- National Council of State Boards of Nursing
 - <https://www.ncsbn.org/index.htm>
- Spector, N., Kappel, D., (September 30, 2012) "Guidelines for Using Electronic and Social Media: The Regulatory Perspective" *OJIN: The Online Journal of Issues in Nursing* Vol. 17, No. 3, Manuscript 1. 10.3912/OJIN.Vol17No03Man01
 - <http://www.nursingworld.org/MainMenuCategories/ANAMarketplace/ANAPeriodicals/OJIN/TableofContents/Vol-17-2012/No3-Sept-2012/Guidelines-for-Electronic-and-Social-Media.html>