

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

GISELA BUTERA, REFERENCE/INSTRUCTIONAL LIBRARIAN; TOM HARROD, REFERENCE /INSTRUCTIONAL LIBRARIAN; ALEXANDRA W. GOMES, ASSOCIATE DIRECTOR; ANNE LINTON, DIRECTOR; HIMMELFARB HEALTH SCIENCES LIBRARY, THE GEORGE WASHINGTON UNIVERSITY

Ripped from the headlines . . .

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

KMBC. (January 2, 2011). *Nursing Students Out for Placenta Photo*. Retrieved from <http://www.kmbc.com/r/26343722/detail.html>



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

WABC. (February 2, 2010). *Cadaver Photo Comes Back to Haunt Resident*. Retrieved from <http://abclocal.go.com/wabc/story?section=news/local&id=7253275>



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.

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.

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.

FACEBOOK, BLOG AND TWITTER EXAMPLES

Twitter: Medical Student

Location: Portland, OR
Bio: I'm in medical school. I'm busy.

Studying gets tiring. Does not make me hungry like the cadavers from 1st year did. #medschool

Accidentally took my evening meds this morning after also taking them last night. Nope! I don't pass out or anything. #medschool

During first class shift at Outbase in, broke news to a girl that she's pregnant. She wasn't too happy about it.

Tablet day! It's gonna hurt so much. 6 hours solid on the underarm and amput because I'm using hardware.

Saturday, January 22, 2011 1:50:42 PM via web

Twitter: Medical Student

Location: Portland, OR
Bio: I'm in medical school. I'm busy.

Spring break plan: 3 whole days in San Fran means 3 different flights to remember. Time to pump myself out for a future job.

#medschool

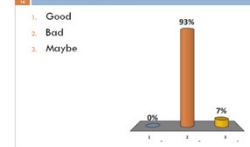
This 3 hour lecture really helps me catch up on the lectures and the feedbacks.

I had a class with food with pregnancy, Hep C, heroin addicts, scabies, and street kids. #studywithme

Classes started before the sun rose today. Going solid until my Outbase in shift. Excited to see some STD and drug addicts.

Tuesday, January 24, 2011 11:52:42 AM via web

What do you think?



Blog: Pediatric Oncologist

Location: Portland, OR
Bio: I'm in medical school. I'm busy.

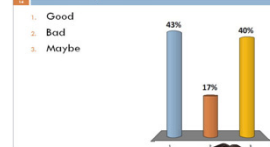
"Parents see a high school athlete, and now, instead of participating in college athletics to play hockey, she was participating a year's worth of chemotherapy and a major hip surgery. She and her parents were in the office, listening. But probably not hearing. To the side effects she should expect from her upcoming chemotherapy. At the end of the conference we discussed some of the "low but serious" side effects, like fertility loss and heart failure..."

Blog: Pediatric Oncologist

Location: Portland, OR
Bio: I'm in medical school. I'm busy.

"When I got to the child's room, we spoke at length about his prognosis. His parents asked me how long they would have with him. I answered honestly that I thought he would die within days, and that he could possibly die within hours. The next morning, when he was still alive, we started to arrange a discharge with hospice care. It was Friday when he was finally able to go home."

What do you think?



FUTURE PLANS

Spring 2012 MS 1st Year

Spring 2012 BSN

Fall 2012 Public Health

Spring Semester 2012: 1st year medical students session (include guest speakers; Dr. Kind and Dr. Chretien)

Spring Semester 2012: BSN Students at the Ashburn, VA campus

Fall 2012 Semester: Public Health Students orientation session



E-professionalism LibGuide



E-professionalism in the Health Professions: Selected Readings