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

Resident 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

Future Plans

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.