

Share, Like, Post, Snap

- Healthcare in the social media era



- **Your next door neighbor Sonita, a nurse at a local Long Term Care facility, invites you to “friend” her on Facebook, where you see photos with her and residents she seems to have cared for.**
- **Brenda, the daughter of a patient whom Diane sees daily for dressing changes, asks her to be friends of Facebook.**
- **Jessie, a new manager of a community health centre, comes across the blog of one of her staff, Mark, who has been writing about the many frustrations he perceives in the workplace.**
- **Meena, a bright young imaging student, is recording classroom interactions about practice situations on her phone and posting them on her YouTube channel which focuses on the life of healthcare students .**

Adapted from Ethics in practice for Registered Nurses, February 2012



Dalhousie suspends 13 dentistry students from clinic amid Facebook scandal

Halifax university president says while suspensions in place, men involved cannot graduate

GLOBAL NEWS AT 6 HALIFAX

June 29, 2015 8:16 am

Report into sexism at Dalhousie dentistry school released today

A much anticipated report into sexism, misogyny and homophobia at the Dalhousie School of dentistry was released Monday morning and there are several recommendations for the university.

[Continue reading →](#)

24 Outstanding Statistics & Figures on How Social Media has Impacted the Health Care Industry

The Volokh Conspiracy • Opinion

May a college expel a student for 'unprofessional speech' in Facebook posts?

In the Media: Nurse Fired for Misusing Social Media

NEWS

FIREFIGHTER'S FACEBOOK POST LANDS HIM UNDER INVESTIGATION

The 6 Benefits of Social Media in Healthcare



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Quick Poll

- Do you use social media?
 - Does anyone not?
- What platforms?
- For what purpose?



Fast Facts

(As of Oct. 2017 total Worldwide population was 7.6 Billion)

- **There are just over 3.5 billion active Internet users**
 - 3.03 billion of the se users have active social media accounts
- **Social Media users grew by 121 million between Q2 - Q3 2017 (roughly one new social media user every 15 seconds)**
- **Worldwide, there are over 2.072 billion Facebook users**
 - 79% of all online US adults use Facebook → 76% users check it everyday
 - Facebook messengers handles 60 billion messages/day
 - Facebook photo uploads total 300 million per day
 - 25% of Facebook users don't bother with privacy settings
 - 51% on Canadian MD survey respondents log into a Facebook account on a weekly basis (CMA MD survey)
- **Over 500 million tweets are posted per day ~ 350,000 per minute or 6,000 tweets per second**
 - The fastest growing demographic on Twitter is the 55-64 year age bracket.
 - >20% Canadian MDs use Twitter, LinkedIn, Social networking, practice websites (CMA MD survey)
- **Snapchat has over 301 million monthly users – 158 million active daily users**
- **Instagram has over 800 million monthly active users**
- **People watch 1 billion hours of YouTube videos every day**



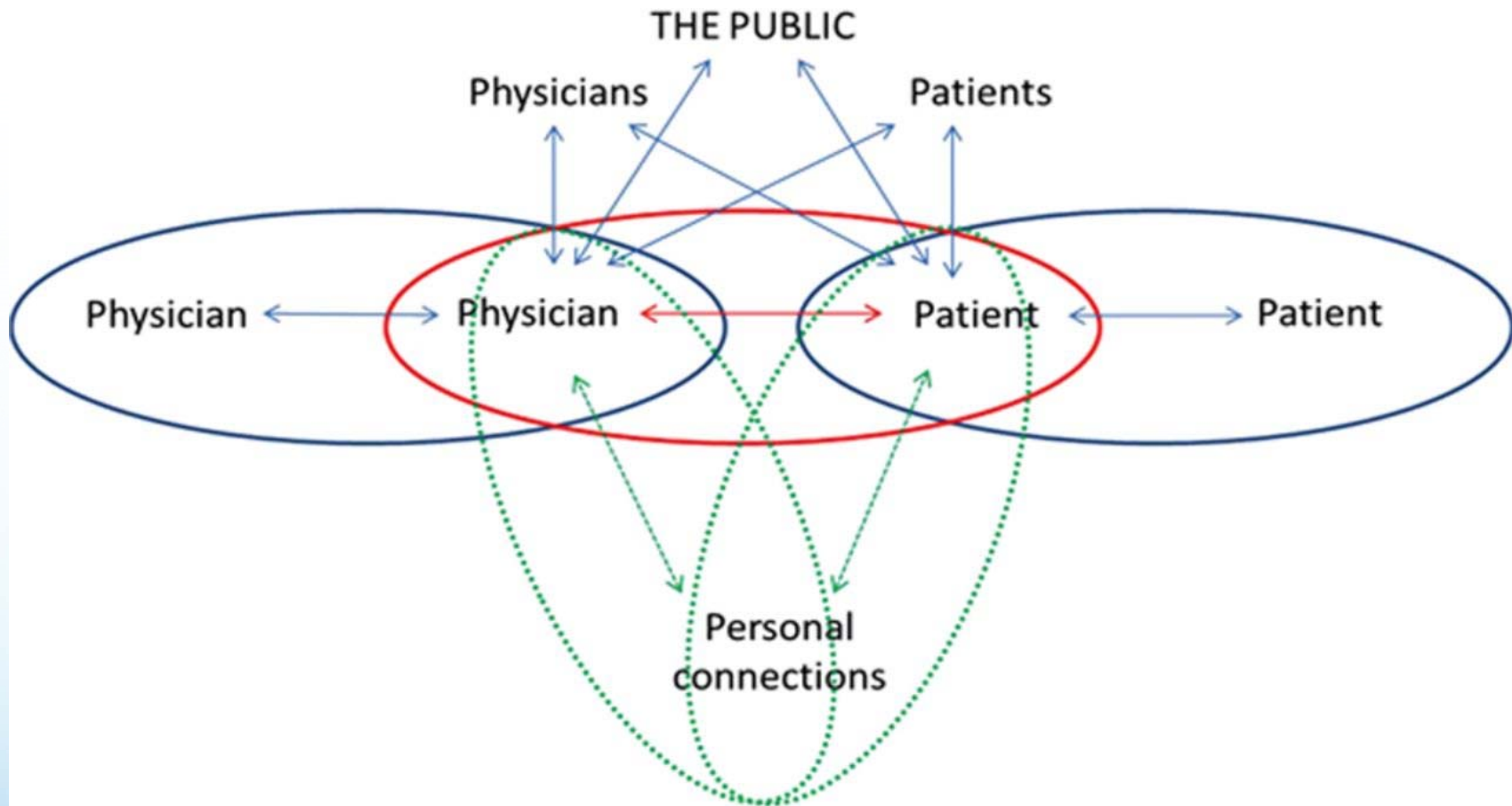
Social Media Defined

- Group of internet based applications & technologies that allow users to share opinions, information and experiences, images/video/audio clips, and includes websites and applications for social networking.
- **Common benefits**
 - Increased interactions with others
 - Information & knowledge sharing
 - Reduced isolation
 - Public health surveillance
 - Advocacy & influence on social policy
- **Common challenges**
 - Privacy & confidentiality
 - Reputational risk (organizational & profession)
 - Blurred personal/professional boundaries
 - Professionalism



<https://www.linkedin.com/pulse/6-benefits-social-media-healthcare-andreas-marouchos>
Ethics in Practice for Registered Nurses, February 2012

Key Social Media Interactions



- Chretien & Kind (2013). Social Media and Clinical Care: Ethical, professional, and social implications. *Circulation* (127) 1413-1421.



Patient Use of Social Media

■ Crowd funding

- Examples: “Help the X’s Have a Baby”, “Raise money for J’s cancer treatment”
“Help S Find a kidney donor” Campaigns
- Site example → Indie gogo (postings are free, takes 4% of money raised)

■ Crowd sourcing/second opinions

- Example: The Heat of the Night
 - Patient presents with night fevers and sweats, 15lb weight loss, mass in liver
 - Physician friend posts on their blog and send the post to KevinMD who in turn posts the scenario on his blog
 - Within hours a dozen comments, several suggesting large hemangiomas
 - Patient’s physician reaches same conclusion independently
 - Sanders L. The heat of the night. New York Times Sep. 10, 2010.
<http://www.nytimes.com/2010/09/12/magazine/12FOB-diagnostist.html>
- Example: “How Facebook Saved my Son’s life”....
http://www.slate.com/articles/double_x/doublex/2011/07/how_facebook_saved_my_sons_life.html



Patient Privacy & Confidentiality

- You're invited to "friend" your neighbor Sonita, a registered nurse who is new to the city where you live and is anxious to make friends. You notice some comments on your news feed from Sonita about the unit where she previously worked, including comments about treating a patient who had been crushed by a falling tree earlier that day. No names or pictures were used but you know the incident had been reported on in the news.
- A few weeks later you notice some new photos Sonita posted. They seem to be in the Long Term Care facility where she now works. In the foreground are her and some of the other staff but in the background are a number of residents. There are also photos of some of the programmed enrichment activities.



Boundaries

- Diane, has been seeing Laura - 96years old widow - daily for complicated dressing changes. They have developed a great rapport. Laura is feeling isolated and lonely. Diane has cared for Laura on and off for several months. Diane has also gotten to know Laura's daughter Brenda. Laura and Brenda are similar in age and they share many common interests.
- Today, Brenda sent Diane a friend request on Facebook.

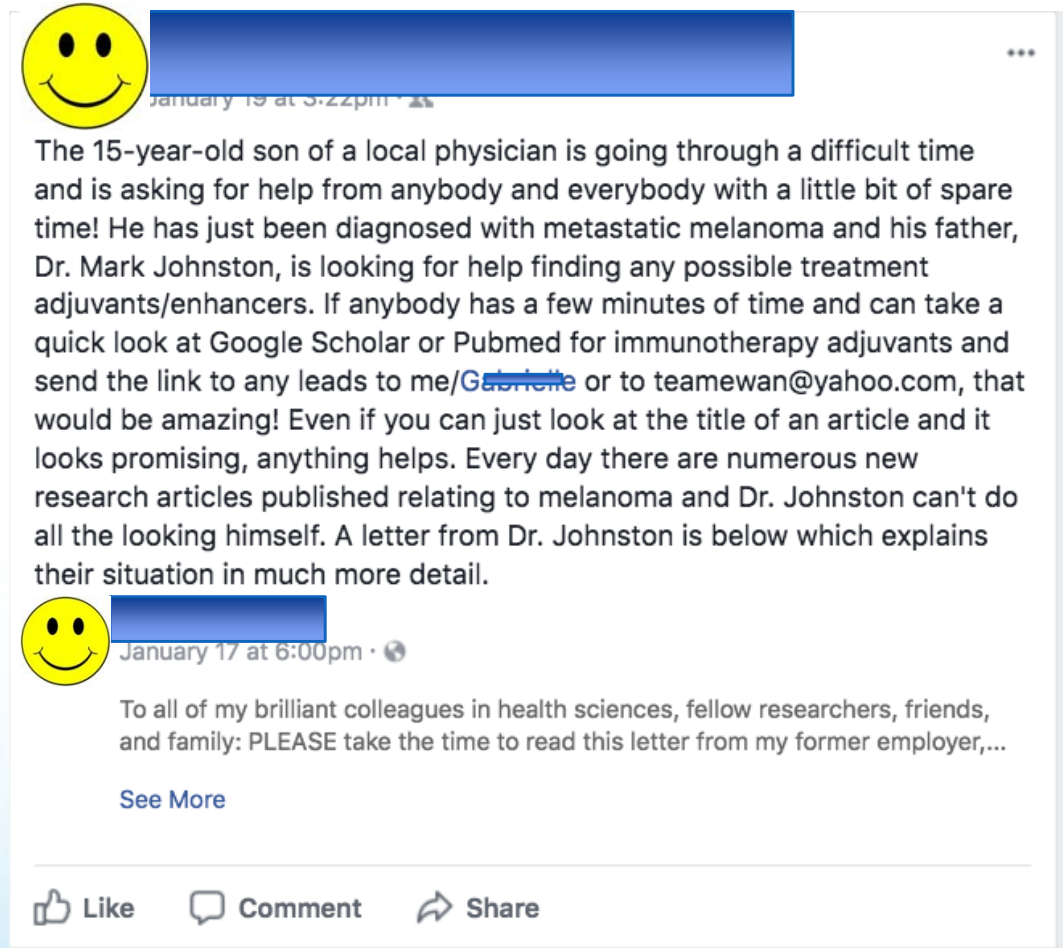
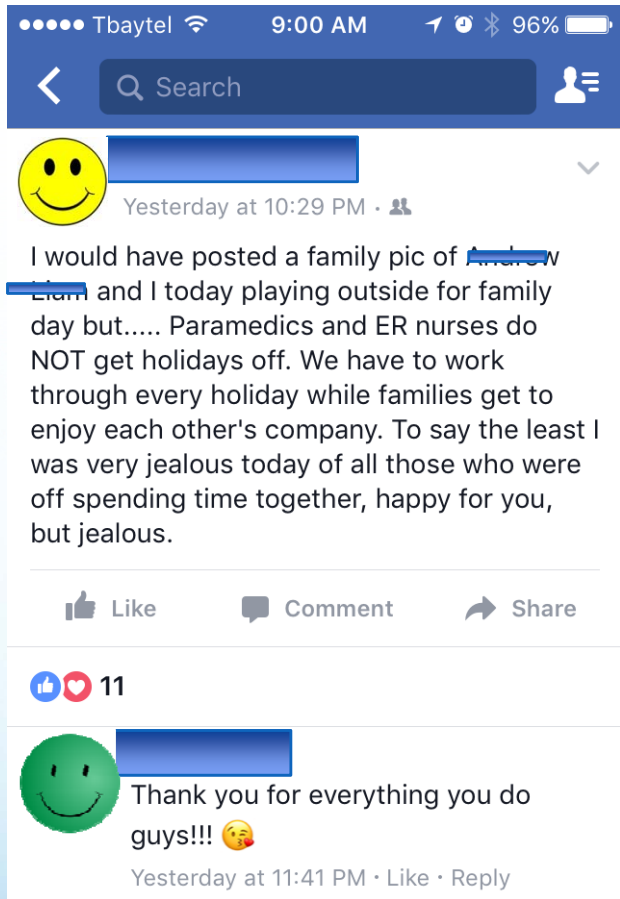


Influence & Advocacy

- Jack, a flobotomist, regularly posts on social media & especially enjoys sharing different news stories.
- Recently he posted an article chastising anti-vaccination parents for their choice to not have their children immunized.



To Tweet or not to Tweet?



Parting Recommendations

- **Professional**
 - Act professionally
- **Positive**
 - Keep posts positive
- **Patient/Person-free**
 - Keep posts patient/person free
- **Protect yourself**
 - Protect your professionalism & reputation
- **Privacy**
 - Keep your personal & professional life separate
- **Pause before you post**
 - Consider the implications, avoid posting in haste or anger, would you like to see your friends writing similar posts, consider the impact it could have
 - Be aware that posting information may minimize your own confidentiality and have lasting impacts on you and/or your family



Thank you

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