



Challenges of Social Media

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Introduction

- Social media has positively contributed to the redistribution of power in today's world and we can see signs of that disruption in politics, business, climate change action but with great power comes great responsibility
- Powerful platform to connect humanity but also a weapon for destruction
- Crucial that we tackle the challenge of social media
- It is not just young adults who can suffer from the negative consequences of social media

Challenges

- Loss of control of opinions / content
- Fake news
- Lack of civility
- Speed of distribution – echo chambers
- Sharing opinions about a complex world in 140 characters
- Photos and data belong to the Social Media outlet - the opinion stays
- Your safety – trolls, loss of control, misuse (vaccination mother)
- Lack of awareness of what we are really doing

Employment Context

- Employment Relations Act Good Faith
- State Sector Code of Conduct
- Employment Agreement
- Professional Code of Conduct
- Health and Safety in Employment Act
- Privacy Act
- Harmful Digital Communications Act

Harmful Digital Communications Act

- A digital communication should not:
 - disclose sensitive personal facts about an individual
 - be threatening, intimidating, or menacing
 - be grossly offensive to a reasonable person in the position of the affected individual
 - be indecent or obscene
 - be used to harass an individual
 - make a false allegation
 - contain a matter that is published in breach of confidence
 - incite or encourage anyone to send a message to an individual for the purpose of causing harm to the individual
 - incite or encourage an individual to commit suicide
 - denigrate an individual by reason of colour, race, ethnic or national origins, religion, gender, sexual orientation or disability

Freedom of Expression

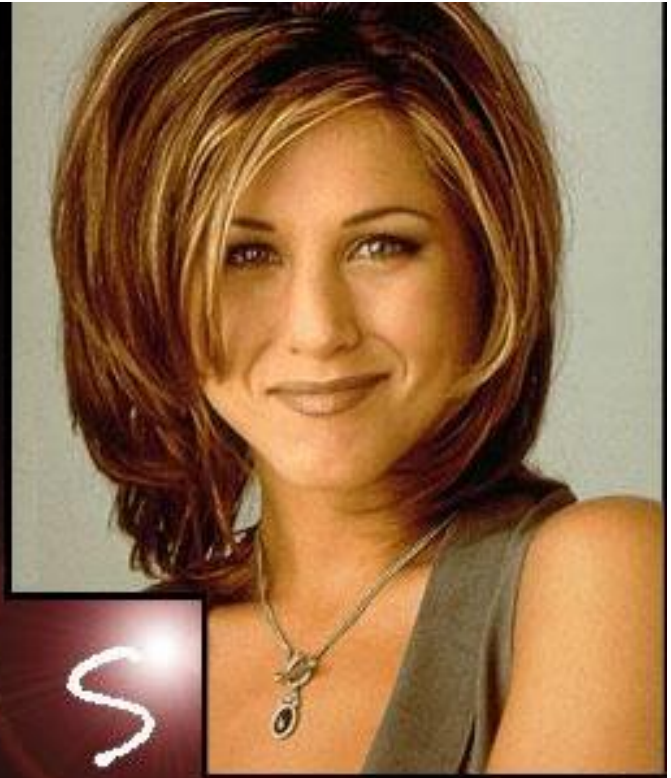
- Bill of Rights
- Employment Relations Act (for health workers)
- Employment Agreements
- State Sector Code
- Speak Up

Health Context

- The right to express an opinion
 - Employment Relations Act
 - State Sector Act
 - Employment Agreements
 - Code
 - Encouraged for safe practice “speak up”

What is Public and what is Private?

- Blurring
- Let your colleagues be your Facebook Friends
- LinkedIn – build your brand
- Share your Twitter
- Access your personal emails or personal accounts on a government computer (everything is traceable)



FRIENDS



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jenniferaniston ✓

18.2m followers

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Real stories

- Adams vs Wellington Free Ambulance
- Dickinson vs CE of MSD



Resources to
support

CALL 111 for emergencies

USE 105 for Police non-emergencies

 **TXT 111**
Hearing impaired emergency service

A graphic with a dark blue border containing emergency service information. It is divided into three horizontal sections: a red top section with "CALL 111 for emergencies", a blue middle section with "USE 105 for Police non-emergencies", and a white bottom section with a hearing aid icon, "TXT 111", and "Hearing impaired emergency service".

CALL 0800 327 669 ANYTIME