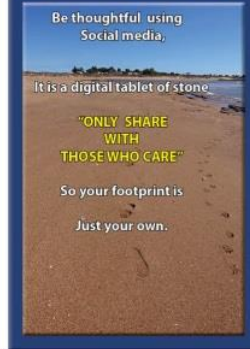
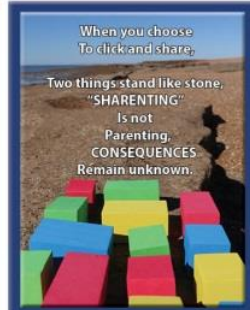
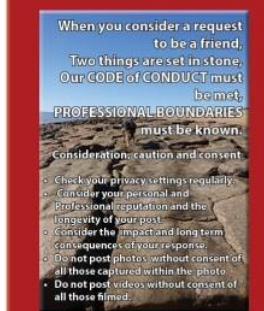




MIND YOUR DIGITAL FOOTPRINT
ONLY SHARE WITH THOSE WHO CARE



Mind your digital footprint and "Only share with those who care"



MIND YOUR DIGITAL FOOTPRINT

Background

- An incident within the work place highlighted the need to redefine professional boundaries regarding social media.
- How do we effectively caution parents and families about the potential privacy issues associated with Social media, when connecting with families and friends is so important for support, particularly with an infant in the NICU?



MIND YOUR DIGITAL FOOTPRINT

CAN I TAKE PHOTOS OR VIDEOS?

We want to protect our patients' and staff privacy, as well as their health. Please help us.

 **ASK FOR PERMISSION TO TAKE PHOTOS OR VIDEOS**

Only take photographs if the patient, or their legal guardian, says you can. You can't take pictures/videos or make sound recordings of our staff unless they say it is okay.

 **THINK BEFORE YOU UPLOAD**

Don't post photos or information about a patient's condition without their permission. It's not fair if family and friends find out via social media.

Thank you for helping us to care for your whānau/family and friends.

 Capital & Coast District Health Board

 **Kai Tiaki NURSING** NEW ZEALAND

June 2016 vol 22 no 5



- Smartphones & their place in health
- Balancing the homegrown & migrant workforce
- Small-town nursing shapes writer's stories
- Profiles of NZNO board candidates

Migrant nurses
tell their stories

MIND YOUR DIGITAL FOOTPRINT



Aim

to effectively inform parents to seek consent before uploading photos and videos and to be mindful and cautious when using social media,

Indirectly remind staff about their own professional boundaries and code of conduct



MIND YOUR DIGITAL FOOTPRINT

Objectives

- 1 To develop a cost effective learning tool for families and all staff that directly informs and indirectly cautions about the use of social media.
- 2 To raise awareness and to advise parents and families about the importance of seeking consent before posting photos and videos to social media and to explain the rationale behind staff not accepting friend requests or joining Facebook Groups created for sharing infant progress.
- 3 **To raise awareness and provide a cautionary alert staff about code of conduct professional boundaries and potential negative consequences of social media.**



MIND YOUR DIGITAL FOOTPRINT

Why there is a need for protecting privacy?

Facebook and Privacy Issues

In Social Networking and online communication, people can hide and alter their real identities which allow for security and trust issues.



- According to Melber 2010, “Most people don’t use the privacy settings to limit access to their Facebook profile. Four out of five simply accept the default setting, which allows their whole network to see the entire profile.” (Melber, A, 2010.)
- This raises the question do people using Social Networking sites realise the potential risks when it comes to privacy issues online?

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MIND YOUR DIGITAL FOOTPRINT



Who is affected most by a posting to a social media platform and why does it matter?

The infant Online identity and information shared is permanent.

Respect the infant has a right to privacy.

Staff Must practise within our Code of Conduct and maintain Professional Boundaries.

The hard to grasp fact is that every nurse is responsible for selling the profession and maintaining public trust and confidence with crystal clear transparency .those blurred lines between private and public life area accessible for ruthless scrutiny.

The parents Raise their awareness about the potential negative consequences and unscrupulous recipients of information. Photos and videos

The word Sharenting has evolved as an accepted descriptor for parents who over share on social media.



MIND YOUR DIGITAL FOOTPRINT

Who bears the cost of providing social media guidelines?

It is the DHB responsibility to educate staff and inform parents

about **Respect , consent and privacy**

**It is our responsibility to know our
professional boundaries and
code of conduct**



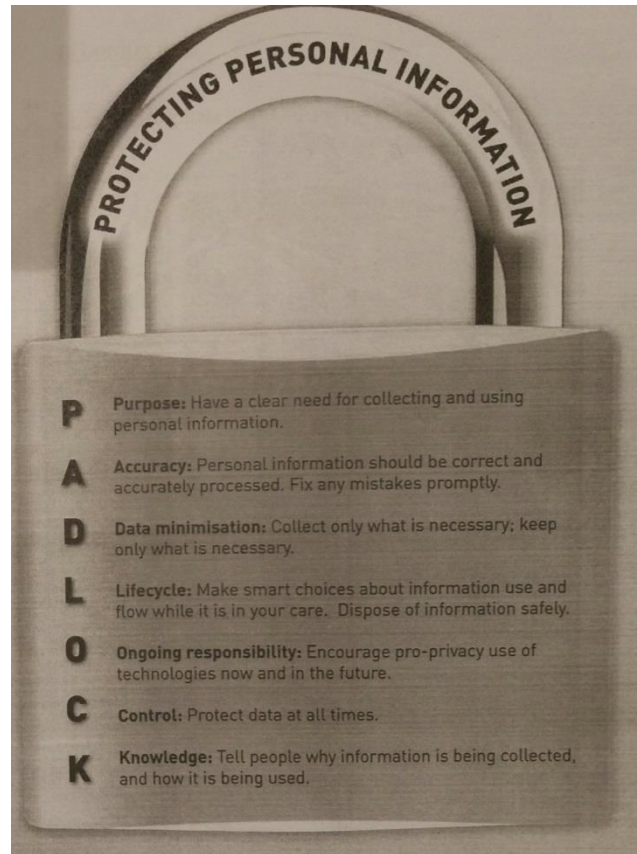
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NZNO Social media guidelines

Code of conduct

Duty of care

Be careful about what you say
and how you say it



MIND YOUR DIGITAL FOOTPRINT

Poster Design Goals

Direct

Inform parents about hospital policy regarding the need for consent and respect of privacy.

Inform parents and remind nurses about **Code of Conduct** and **Professional Boundaries** for nurses.



MIND YOUR DIGITAL FOOTPRINT

When using Social media,
remember
Consideration, caution and consent

- **Consider** and check your privacy settings regularly.
- **Consider** your Personal and Professional reputation.
- **Consider** the impact and long term consequences of your response.
- **Consent** is required from all those captured within the photo **before** you Snapchat and share.
- **Consent** from all those filmed is required **before** uploading your video.
- **Caution: "Only Share with those who Care"**

- Poster and photos Judy Hitchcock 2016



References, including NZNO Social media guidelines



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Indirect informative educational poster

Uses succinct prose to effectively caution about social media privacy and the need for consent

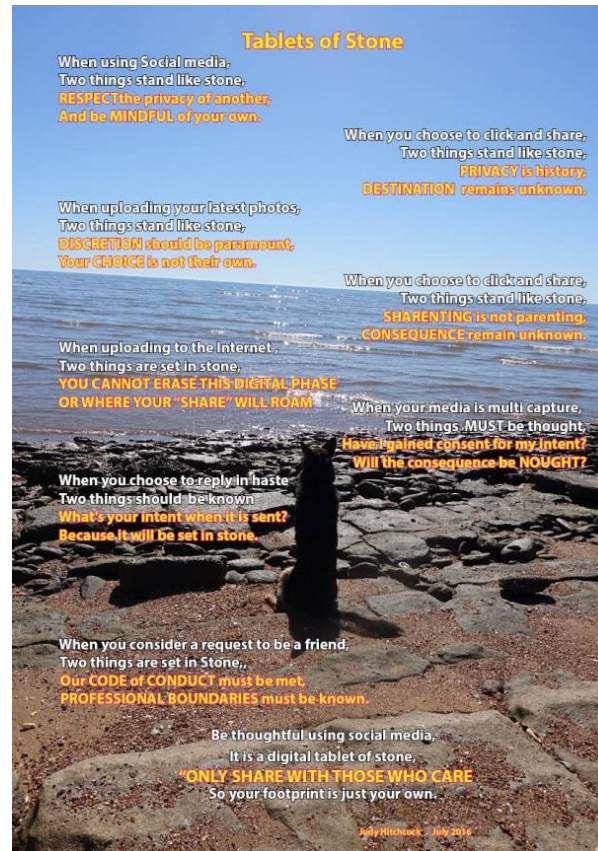
Uses Photos that intrigue and engage. Images that convey permanence.

Advocates for the rights of the infant to privacy and for parents to be the custodians of their child's privacy

Reminds and explains why Professional boundaries and Code Of Conduct must be met



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MIND YOUR DIGITAL FOOTPRINT





MIND YOUR DIGITAL FOOTPRINT



Take home messages

Check your privacy settings on all your social media platforms

Review NZNO social media guidelines

Mind Your Digital footprint and only Share with those who Care




**KEEP
CALM
AND
STAY SAFE
ONLINE**

MIND YOUR DIGITAL FOOTPRINT

Mind your digital footprint and "Only share with those who care"

Barbara Hammond; RN, Whanganui District Health Board, NZ

Judy Hitchcock; RN, Capital and Coast District Health board, NZ



Aim
Primarily the aim is to effectively inform parents to cautiously use social media, whilst indirectly reminding staff about their own professional boundaries.



Abstract

Inappropriate use of shared photos and information on social sites has been widely publicised. Parents need to be aware of the ramifications of sharing photos and the potential for reaching consequences for them and their infant.

Friend or Nurse?

An understanding of the professional code of conduct and an expectation to respect professional boundaries is important to convey to both parents and clinical staff alike.

Background

An incident within the work place highlighted the need to redefine professional boundaries regarding social media. This coincided with the culmination of social media guidelines and implementation of staff education by the New Zealand Nurses Organisation (NZNO).

How do we effectively caution parents and families about the potential privacy issues associated with Social media, when connecting with families and friends is so important for support, particularly with an infant in the NICU?

Long term neonatal babies are likely to have a Facebook page that parents can update friends and family about progress.

The challenge for nurses is to keep a professional distance and desist from joining such groups as effective privacy settings of group members can not be taken for granted. Much damage can be done when discussions, intended to be private, filter back to the unit and cause offence.

Objectives

1 To develop a cost effective learning tool for families and all staff that directly informs and indirectly cautions about the use of social media.

2 To raise awareness and to advise parents and families about the importance of seeking consent before posting photos and videos to social media and to explain the rationale behind staff not accepting friend requests or joining Facebook Groups created for sharing infant progress.

3 To raise awareness and provide a cautionary alert staff about code of conduct, professional boundaries and potential negative consequences of social media.

Method

Identify the target audience for the information and why there is a need for protecting privacy.

Whose responsibility is it to inform and who bears the cost of providing information? Cost is factored into the health budget.

Who is affected by a posting to a social media platform?

The infant Online identity and information shared is permanent. Respect the infant has a right to privacy.

The parents Raise awareness about the potential negative consequences and unscrupulous recipients of information.

The word Sharing has evolved as an accepted descriptor for parents who over share on social media.

Staff Educate: Practise within a code of conduct and maintain professional boundaries.

Implementation Dual need to educate staff and parents simultaneously.

Nationwide study days arranged to promote social media awareness, code of conduct and working within professional boundaries; followed extensive research and development of guidelines developed by New Zealand Nurses Organisation.

Research alternative information mediums capable of delivering cost effective, engaging and simple messages.

Potential to incorporate cautionary social media privacy warnings on hospital TV circuits; constrained by the budget.

Potential to inform parents upon admission about cautionary use of social media by sending links to mobile phones. Again, a development constrained by cost and time.

Conclusion

The cheapest and most cost effective information medium is the use of posters incorporating links via QR Codes that elaborate on the responsibilities of parents to safe guard their child's digital footprint and to respect the privacy of all employees within the unit.

Poster Design Goals

Direct
Inform parents about hospital policy regarding the need for consent and respect of privacy.

Inform parents about code of conduct and professional boundaries for nurses.

Indirect
Cautionary advice, to both parents and staff alike, about the permanence of posting to social media and to be mindful of privacy.

To advocate for the rights of the infant to privacy and for parents to be the guardian and protector of their child's privacy.

Posters need to be captivating and instructive to convey the direct message, whilst engaging and effectively cautioning about social media privacy by default.

Images used aim to convey permanence, whilst the verses from "Tablets of Stone" aim to succinctly remind the reader that their upload is effectively set in stone.

Alternative mediums for promoting the information: Power point screening of the individual powerful captions that together make up the whole poster.

Mobile display using social media icons and foot prints with the simple reminder to 'only share with those who care'. Mobiles are three dimensional and grab attention instantly, whereas one dimensional posters need to be intriguing and promote curiosity.

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