

Professional Ethics and Social Networks

Program Description

The emergence of online networking through sites such as Twitter and Facebook creates unique challenges in the application of familiar ethical and managerial concepts. Client privacy, public relations and marketing, worker self-disclosure, conflicts of interest and informed consent all take on new form and complexity in light of technological advances. This workshop introduces the features of social networking and explores the risks and rewards of conscious use of networking sites in social work practice.

Learning Objectives

Participants in this seminar learn:

1. Features, controls, uses, and misuses of Facebook, Twitter, You Tube, blogging and other online networking mechanisms;
2. The ways in which online networking may be used to advance personal, professional, organizational, and therapeutic goals;
3. Practical and ethical considerations in boundary setting, self-disclosure, confidentiality, and professional integrity;
4. The imbedded hazards in access to clients' sites, workers' sites, and in linkages between the two;
5. Illustrative case examples.

Target Audience

Clinicians, case managers, social workers, counselors, psychiatrists, psychologists, educators, advocates, health and human service practitioners.

Contact Hours

2-4 hours. Longer sessions allow for greater depth and discussion.

(Check with presenter on participant limit)

Program Agenda

Available upon request.

Faculty

Dr. Kim Strom is the Smith P. Theimann, Jr. Distinguished Professor of Ethics and Professional Practice at the UNC-Chapel Hill School of Social Work. Dr. Strom teaches in the areas of direct practice, education, and human resource management. Her scholarly interests involve ethics, moral courage, and social work education. She is the former chair of the National Association of Social Workers' National Committee on Inquiry and is active in training, consultation and research on ethics and social work practice. She has written over 60 articles, monographs and chapters on ethics and practice. She is the author of *Straight Talk about Professional Ethics* and *The Ethics of Practice with Minors: High Stakes and Hard Choices* and the forthcoming text *Cultivating Courage*. Dr. Strom-Gottfried is also the co-author of the texts *Best of Boards*, *Direct Social Work Practice* and *Teaching Social Work Values and Ethics: A Curriculum Resource*. Dr. Strom also held an appointment as the UNC Institute for the Arts and Humanities Associate

Director for the Academic Leadership Program, which helps prepare and support the next generation of academic leaders. Currently, she serves as Principal Investigator of the UNC School of Social Work behavioral healthcare contract, and has been recently appointed by the chancellor to serve as Director of the UNC - Chapel Hill Office of Ethics Education and Policy Management.