

# **Social Media's Promises & Pitfalls for Case Management: Mastering the Ethical Divide** **2017**

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## **Abstract:**

Social Media is a powerful tool to drive case management success. It provides immediate access to the latest outcomes and resources for patients and professionals. Case managers can engage in interactive dialogues with colleagues and providers of care. Industry consensus notes social media's value for all involved stakeholders.

However, with social media's promise comes a double-edged sword of new ethical challenges to address. Case managers strive to balance the ease of electronic communication while adhering to laws and professional boundaries. Networking through professional list serves and sites promotes access to jobs, and in the moment consultation but bring a host of fears surrounding privacy and confidentiality of content. Even the development of a professional profile evokes concern. *How do case managers leverage social media ethically, legally and appropriately?*

Integrating real-world case scenarios with regulations, professional standards and codes, this presenter will provide case managers with strategies to confidently master *Social Media's Ethical Divide*. Engage in an entertaining, empowering and educational experience.

## **Learning Objectives:**

1. Discuss three Social Media merits for case managers
2. Define current ethical challenges for case managers specific to Social Media
3. Identify the key elements of an online professional profile
4. Identify Social Media's ethical parameters for Case Managers

## **Outline: Total of 75 minutes**

### **Time Sections I-III -50 minutes**

#### **I. Introduction**

#### **II: Case Management's Only Constant is Change**

- Social Media Mania
- Case Management's Opportunity
- New Products and Promises + Pitfalls
- Professional Online Misconduct: The New Challenge
- Oh Those Regulations!

#### **III. Grounding via Professional Codes of Ethics & Standards of Practice specific to:**

- National Association of Social Workers (NASW)/Association of Social Work Boards (ASWB): Technology Standards, Code of Ethics
- Case Management Society of America (CMSA) Standards of Practice: Standard J: Legal, Standard K: Ethics

- Certification of Disability Management Commission (CDMS): Code of Professional Conduct, Definition of Electronic Technology & Section 2
- Commission on Rehabilitation Counselor Certification (CRCC): Code of Ethics, Section J: Technology & Distance Counseling
- Commission on Case Manager Certification (CCMC): Code of Professional Conduct for Case Managers with Standards, Rules, Procedures, and Penalties, Section 4: Confidentiality, Privacy, Security, and Recordkeeping
- American Nurses Association (ANA): Code of Ethics, Principles for Social Networking and the Nurse
- National Council of the State Boards of Nursing (NCSBN): Guidelines for Social Networking

#### **IV. Managing the Ethical Divide: Strategies for Success: Time-15 minutes**

#### **V. Q & A: Time-10 minutes**

**Mode:** PowerPoint

#### **Relevance to Case Management:**

Today's practice arenas are increasingly complex. Add the dynamics of ethical challenges posed by technology, amid a litigious environment of practice and it becomes overwhelming. Case Managers must be grounded in Professional Codes of Ethics and related Professional Standards of Practice to best address the diverse needs of consumers, plus manifesting ethical dilemmas. Defined knowledge and strategies are equally critical to successfully maneuver the rapidly advancing social media access and usage for case managers.