The Ethics of Using Social Media in University Counseling Centers

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Outline

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Ms. Salazar recently graduated with a MS in clinical mental health counseling from Texas A&M University-Corpus Christi. She recently started a position as a case manager at MHMR. Ms. Salazar spent 3 semesters as an intern at TAMUCC University Counseling Center. Previously she worked as a mental health technician at Bayview Behavioral Hospital for two years. She also completed a fellowship for the College of Business, where she served as an ELITE Graduate Program member. She has presented at the National Latino/a Psychology Association and she has published research in the Journal of Creativity in Counseling. Ms. Salazar also has a seven-month old son.

Nadia T. Hasan, Ph.D.

Dr. Hasan earned her doctoral degree in counseling psychology from The University of Akron in 2011. She works as a Psychologist and the Group Program Coordinator at TAMUCC, University Counseling Center. Her current research examines college women's leadership development as well as the professional identity development of Early Career Psychologists. Dr. Hasan is a Member of the APA Board of Convention Affairs and a Member of the Early Career Professionals Committee for the Society of Counseling Psychology. She has received many awards including the Many Faces of Counseling Psychology Award (2008) and the Outstanding Woman Scholar Award (2007). Dr. Hasan is a member of the Texas Psychological Association, American Psychological Association, Society of Counseling Psychology and the Society for the Psychology of Women.

Group Introductions

- Name
- University/College
- Position
- Knowledge of Social Media (1-10)

What is Social Media?

What is Social Media?

- Any electronic communication between two parties
- Any interactive communication to develop a social relationship between at least two people
- Also used for businesses, private entities, organizations, public entities

College Students and Social Media

- 94% of college students use social media sites
- 156 million Americans are on Facebook
- 85% of students state that technology saves them time when studying
- 91% of college professors engage in social media as part of their job
- 100% of colleges are using social media to recruit perspective students, connect with current students and alumni, and raise money

Http://tunheim.com/what-we-do/education/

Examples of Social Media

- Facebook
- YouTube
- Flickr
- Blogs
- Twitter
- Myspace
- G+
- Pinterest
- Instagram
- Chloe Salazar

How is Social Media Being Used in Society Today?

- Product advertising
- Information sharing
- Gathering information
- Learning from others
- Setting examples
- Consumerism
- Banking
- Dating
- Studying
- Negative effects?

Social Media Protection Laws

- 6 states have social media privacy acts
- Examples: California, Michigan, Maryland, Delaware, Illinois
- Decision: Unwarranted invasions of an individual social media accounts

- Reference: http://abcnews.go.com/blogs/headlines/2012/12/california-first-to-endorse-comprehensive-social-media-privacy-law/

Current Uses of Social Media & UCCs

What do You Think UCCs Would Use Social Media For?

- Schedule of Events
- General information
- Announcements
- Meet the staff
- Advertising
- Sharing positive/informative messages
- Keep up with clients

What About Using Social Media for Traditional UCC Services?

- Individual Psychotherapy
- Group Psychotherapy
- Outreach
- Consultation
- Psychoeducation
- Assessment
- Training and Supervision

Survey Results

Survey Results: What we found?

- Range of utilization among UCCs
- Almost all UCCs had a website/ webpage
- Almost all Universities had a social media presence
- Many UCCs had connected to their university's social media tools
- Some UCCs did not have their own social media accounts, but instead allowed individuals to share the website address on their own accounts.

What we found?, Cont…

- 12 Facebook Accounts
- Angelo State University Counseling Center
- University of Houston Counseling Center
- University of North Texas Counseling Center
- University of Texas- Austin CMHC
- University of Texas- Dallas Counseling Center
- University of Texas- Pan America Counseling Center
- West TX A&M University Counseling Center
- Texas A&M University- Kingsville Counseling Center
- Texas Christian University Counseling Center
- Texas State University Counseling Center
- Texas Tech University Counseling Center
- Trinity University Counseling Center

What we found?, Cont…

- 12-Facebook Sites
- 6-Twitter Accounts
- 6 -You Tube Media Clips/ Pod-casts
- 10-15 Online Screenings
- 10-15 Online Website References
- 98- UCCs with on social media presence
- N=115 (TUCCCC contact list)

University Social Media Examples

- University of Texas-Pan Am
- www.utpa.edu/counseling
- West Texas A&M University
- http://www.wtamu.edu/student-support/counseling-services.aspx
- University of Houston
- http://www.caps.uh.edu/

UCC Facebook Page Samples

- Texas State University Counseling Center
- https://www.facebook.com/pages/Texas-State-Counseling-Center/115374488548384

- Trinity University Counseling Center
- https://www.facebook.com/TrinityCounselingServices

- Texas A&M University-Kingsville
- https://www.facebook.com/pages/Texas-AM-University-Kingsville-Student-Health-and-Wellness/168358333252841
- http://www.tamiu.edu/wellness/stucouns.shtml

Media Clips/Pod-casts Samples

- Southern Methodist University CC
- http://smu.edu/healthcenter/counseling/
- Texas Christian University CC
- http://www.youtube.com/user/TCUCounseling

Online Screening

- ## Texas A&M University-Kingsville

- http://www.tamuk.edu/shw/

- https://interwork.sdsu.edu/echeckup/usa/alc/coll/?id=TAMUK&hfs=true (alcohol use)

- ## Texas A&M University-San Antonio

- http://www.mentalhealthscreening.org/screening/tamsanantonio

- Another://www.mentalhealthscreening.org/screening/SMUHELP

Interactive Web Resources

- http://smu.edu/healthcenter/counseling/ct_selfhelplibrary.asp
- **http://www.ulifeline.org/tamucc/**
- **http://www.activeminds.org/**

Social Media Step 1

- Connect to your university's social media tools. Agree to be part of the conversation.

- Example 1: The University of Dallas
  http://www.udallas.edu/offices/healthservices/counseling/
- Example 2: Texas State Technical College
- http://www.waco.tstc.edu/student_life/counseling
- https://www.facebook.com/tstcwaco

Social Media Step 2

- Allow individuals to share the good news by posting your website to their individual profiles.
- Example 1: St. Edwards University
- http://think.stedwards.edu/healthcounseling/counselingservices

Additional Steps

- Add interactive web resources to your website/ webpage
- Add online screenings to your website
- Create original pod-casts or media clips on the services you provide (YouTube)
- Designate a person who is responsible to create both a twitter and facebook account.

Survey Results: What You Reported

- *Social Media Utilization and University Counseling Centers*
- Online survey sent to 115 UCCs (n=15)
- Sent to directors/ relevant staff members
- This study is ongoing.

UCC: What you reported?

- 54% directors; rest were staff members
- 77% were UCCs; others were part of SA
- Student population ranged greatly
- Website: 92% said Yes
- Facebook: 54% said Yes
- Twitter: 15% said Yes
- Blog: 8% said Yes

What you reported? Cont…

- Phone Therapy/Consultation: 15% Yes
- Other Social Media: 8% Yes
- Offers therapy over the internet using Skype, Facetime, or some other program: 8% said Yes
- 100% said No LinkedIn, Foursquare, pod-casts

What you reported? Cont…

- Purpose of the Facebook account
- "Posting events and informational pieces, as well as words of encouragement, and allows for some interaction with student body at large."

- "Tips and reminders for students about services, upcoming events, or information."

- "The purpose is to allow the students easy access to the college site through a medium that most are already using on a regular basis."

What you reported? Cont…

- Purpose of the Twitter account
- "To mirror the Facebook page in reaching students about services, upcoming events, and information."

- "The purpose of the Twitter account would be similar to that of the Facebook account in that students will use the "tools" with which they are already familiar and currently using."

Ethical Discussion

Social Media and Counseling

- Client benefits from interactions online
- Definitions of electronic communications
- Legal Issues
  - Licensing laws & HIPAA
- Ethical Issues
  - Confidentiality
  - Boundaries
  - Confirmability
  - Informed Consent
- Vignettes
- ***Know the code, know the need, know the limits***

Things to Consider: ACA Code of Ethics

- Section A: The Counseling Relationship
- A.12 Technology Applications
  - A. Benefits & Limitations
  - B. Technology-assisted Services
  - C. Inappropriate Services
  - D. Access
  - E. Laws & Statues
  - F. Assistance
  - G. Technology & Informed Consent
  - H. Sites on the World Wide Web

Things to Consider: ACA Code of Ethics

- Section C: Professional Responsibility
- C.3 Advertising and Soliciting Clients
  - A. Accurate Advertising
  - B. Testimonials
  - C. Statements by others
  - E. Products & Training Advertisements
- C. 6 Public Responsibility
  - C. Media Presentations

Things to Consider: APA Code of Ethics

- Ethical Principles of Psychologists and Code of Conduct (APA, 2002, amended 2010)
- General Principles
    -A: Beneficence and Nonmaleficence
    -B: Fidelity and Responsibility
    -C: Integrity
    -D: Justice

Things to Consider: APA Code of Ethics

- Human Relationships (#3)
  -Multiple Relationships (3.05)
  -Informed Consent (3.10)
- Privacy and Confidentiality (#4)
  -Maintaining Confidentiality (4.01)
  -Discussing the Limits of Confidentiality(4.02)
  -Minimizing Intrusions on Privacy (4.04)
  -Disclosures (4.05)

Things to Consider: APA Code of Ethics

- Advertising and Other Public Statements (#5)

    -Avoidance of False or Deceptive Statements (5.01)

    -Statements by Others (5.02)

    -Descriptions of Workshops and Non-Degree-Granting Educational Programs (5.03)

    -Media Presentations (5.04)

    -Testimonials (5.05)

    -In-Person Solicitation (5.06)

- Therapy (#10)

    -Informed Consent to Therapy (10.01)

Ethical Considerations

- Which of these standards may cause the most problems/issues in regards to developing or maintaining a social media presence on your campus?

Group Discussion

- In the following activity you will be asked to form groups to work out a social media ethical dilemma.

- Groups will be given 15 minutes to discuss among yourselves before sharing with the group at large.

Discussion Questions

1. Does your office have a social media presence and/or social media policy? (If yes, briefly discuss within your group.)

2. Identify the ethical dilemma in your assigned scenario.

3. What is your immediate response to the situation/issue?

4. What steps could be taken to reduce this incident (or one similar) from happening in the future?

5. What role does Social Media play in this scenario?

6. What important/relevant information would you like to share with the group?

Discussion Review

Discussion Review

- So what does it all mean?
- What are the major issues that may need to be addressed?
- How can major problems be prevented?
- How is Social Media going to be used at your center?

Best Ethical Practice Techniques of Using Social Media

- Things to consider:
  - Professional relationships
  - Public representations of self & colleagues
  - Which types of social media to use
  - Administration of accounts
  - Information to share
  - Disclosure
- "…the bottom line remains the same: Do what is in the best interest of the client."(Kaplan, et. al, 2011)

Best Ethical Practice Techniques for Using Social Media

- As a therapist: Be accurate, be consistent
  - Check your own information; someone else enters it, did you check your credentials are listed correctly, accurately? Etc.
- As a center: Be consistent
  - Monitor Monitor Monitor!
  - Check wall posts, comments, how pages and info is shared, etc.
- As a center: Make appropriate

Best Ethical Practices

- Risk Management
- Staffing/Personnel to monitor
- Appropriate use of resources?
- Understanding technology limits/knowledge of the applications
- Providing enough services to the increased population

How to Create a Social Media Presence

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- American Counseling Association. (2005). Code of ethics, retrieved from American Counseling Association http://www.counseling.org/Resources/CodeOfEthics/TP/Home/CT2.aspx

- American Psychological Association. (2002). *Ethical principles of psychologists and code of conduct*. American Psychologist, 57, 1067-1073.

- Kaplan, D. M., Wade, M. E., Conteh, J. A., & Martz, E. T. (2011). Legal and ethical issues surrounding the use of social media in counseling. Counseling and Human Development, 43 (8).

The end!