



JOB SEEKERS & SOCIAL MEDIA: IMPLICATIONS FOR EMPLOYMENT SPECIALISTS & ETHICAL PRACTICE

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CRCC CODE OF ETHICS FOUNDING VALUES

- Respecting human rights and dignity;
- Ensuring the integrity of all professional relationships;
- Acting to alleviate personal distress and suffering;
- Enhancing the quality of professional knowledge and its application to increase professional and personal effectiveness;
- Promoting empowerment through self-advocacy and self-determination;
- Appreciating the diversity of human experience and appreciating culture;
- Emphasizing client strengths versus deficits;
- Serving individuals holistically; and
- Advocating for the fair and adequate provision of services.



CRCC CODE OF ETHICS SIX CORE PRINCIPLES OF ETHICAL BEHAVIOR

- **Autonomy**
 - To respect the rights of clients to be self-governing within their social and cultural framework.
- **Beneficence**
 - To do good to others; to promote the well-being of clients.
- **Justice**
 - To be fair in the treatment of all clients; to provide appropriate services to all.
- **Fidelity**
 - To be faithful; to keep promises and honor the trust placed in rehabilitation counselors.
- **Non-maleficence**
 - To do no harm to others.
- **Veracity**
 - To be honest.



SOCIAL MEDIA VENUES: INTERNET-BASED PLATFORMS TO CREATE, SHARE, OR EXCHANGE INFORMATION THROUGH SOCIAL AND INTERPERSONAL INTERACTIONS VIA TECHNOLOGY

- Facebook
- Twitter
- Snap Chat
- Instagram
- Myspace
- Flickr
- Chat Rooms/Message Boards
- Google+
- YouTube
- Pinterest
- LinkedIn
- Personal Blogs
- Tumblr
- Online Communities/Webcasts



LINKEDIN

- Allows you to connect with over 133 million other professionals in the United States alone (476+ million worldwide) and broaden your network
- Connects you to your trusted contacts and helps exchange knowledge, ideas, and opportunities
- Connects you to job leads, sales leads, and business partners
- Use of a powerful search engine, company research tools, and a jobs board that shows who you know at listed companies
- Provides career opportunities, new clients, and building your professional reputation



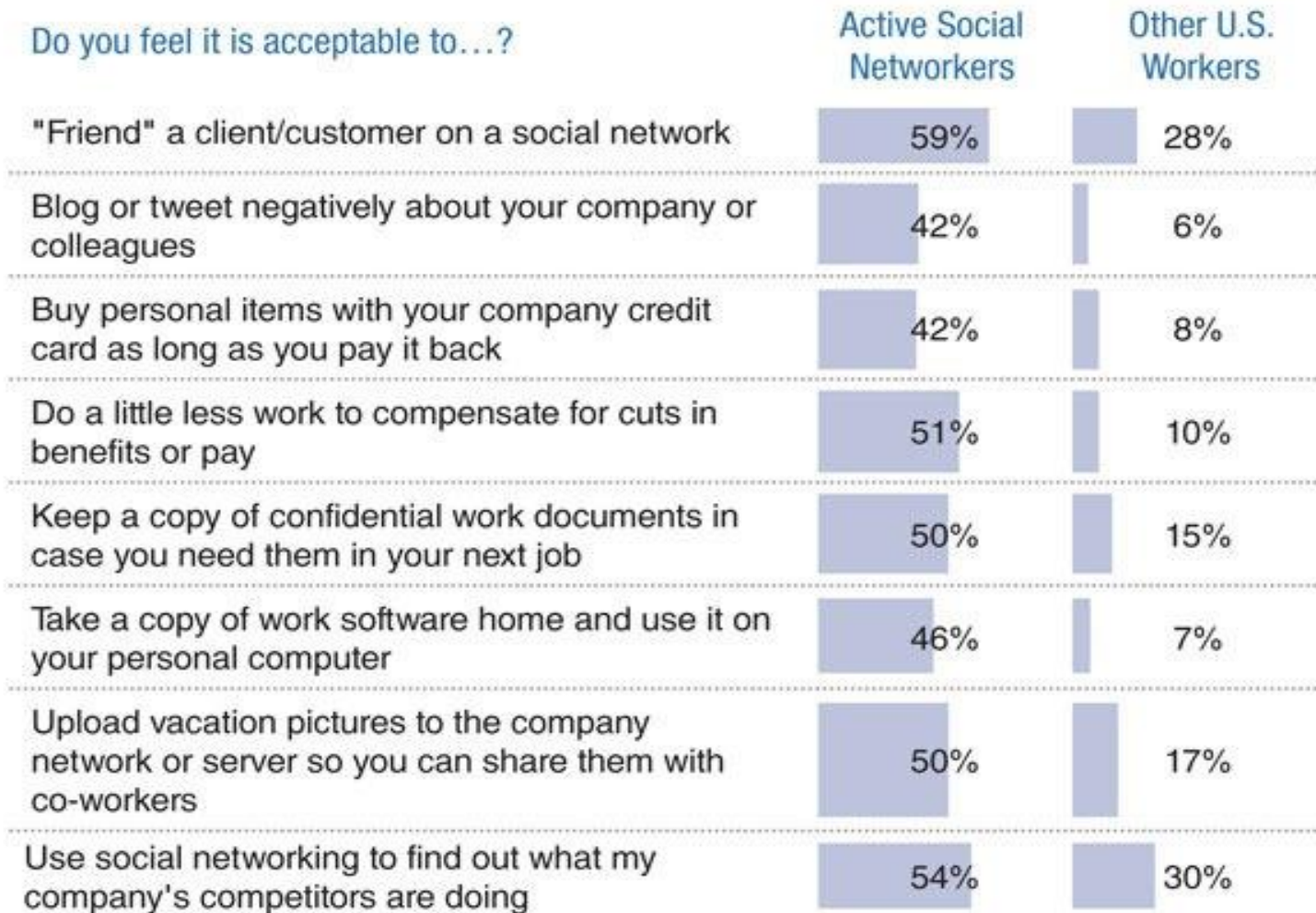
THE POWER OF SOCIAL MEDIA

- Information is being transferred at unprecedented speed and scopes
- 6 degrees of separation in the real world becomes only 3 degrees of separation on the world wide web
- The internet is forever: permanence in posts!
- Highly interactive
- Sense of anonymity and an extreme lack of accountability
- Virtually little to no cost involved
- Blurring the lines between our professional and personal life
- Ability to create dreams and destroy lives
- Communications are astoundingly permissive
- **VERY POWERFUL!!!**



SOCIAL MEDIA PERMISSIVENESS EXPOSED

SOCIAL NETWORKERS MORE LIKELY TO BELIEVE THAT QUESTIONABLE BEHAVIORS ARE ACCEPTABLE

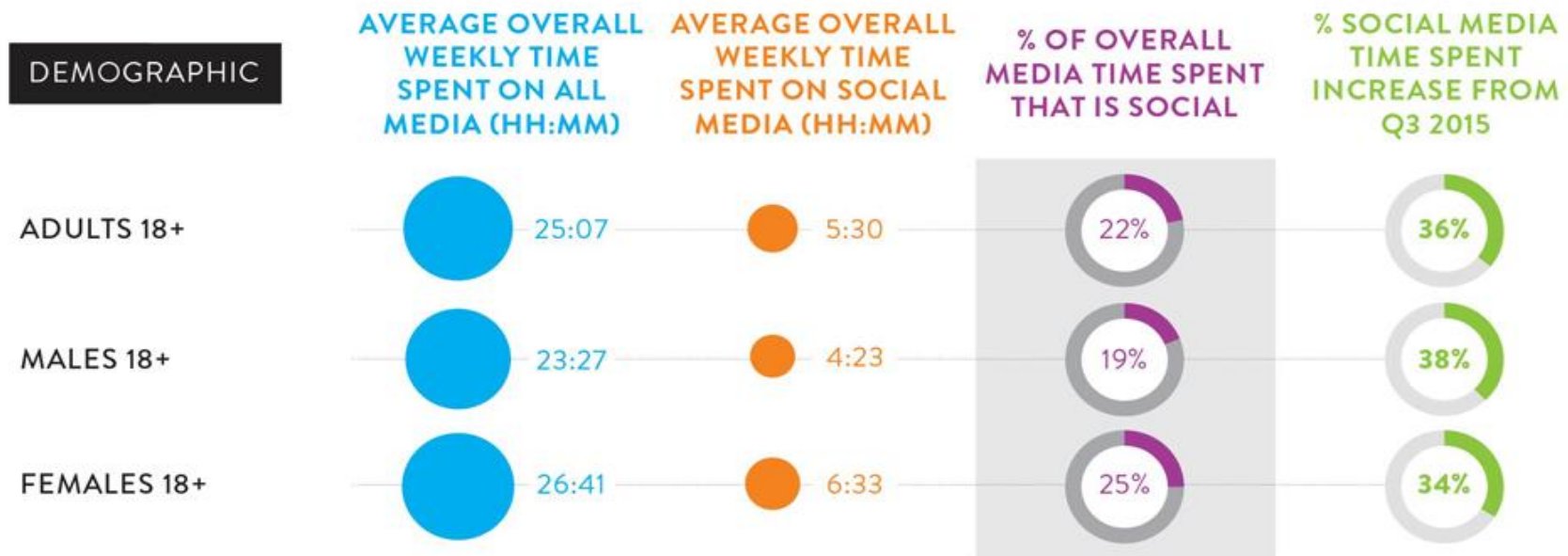


NIELSON 2016 SOCIAL MEDIA STATISTICS

- GenX (ages 35-49) spends the most amount of time, at almost 7 hours per week, on social media with GenY/Millennials (ages 20-34) coming in second at just over 6 hours per week.
- 25% are female vs. 19% male & increasing significantly since 2015

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THE PERCENTAGE OF TOTAL MEDIA TIME SPENT ON SOCIAL MEDIA



FACTORS TO CONSIDER FOR EMPLOYMENT SPECIALISTS

The following factors must be taken into consideration when using social media:


- Personal vs Professional? Two separate pages?
 - J.4. Social Media: **a. PROFESSIONAL ELECTRONIC PRESENCE.** In cases where rehabilitation counselors maintain both professional and personal presences for social media use, separate professional and personal pages and profiles are created to clearly distinguish between the two kinds of electronic presence.

- Check your privacy settings and who is allowed to see what on your page(s).

- Do you really need to like and/or share it?
 - J.4. Social Media: **b. MONITORING SOCIAL MEDIA.** Rehabilitation counselors recognize that information posted on social media sites is largely permanent and easily shared beyond the privacy settings of any particular site. Rehabilitation counselors take reasonable steps to monitor for and remove or correct potentially harmful information shared on sites they establish for their professional presence.



ADDITIONAL FACTORS TO CONSIDER FOR EMPLOYMENT SPECIALISTS

- You may want to ask yourself:
 - Would you want your mother re-tweeting that?
 - Is it political in nature?
 - Is it bigoted in any way?
 - **D.5.h. DISPARAGING REMARKS.** Rehabilitation counselors do not disparage individuals or groups of individuals.
 - Is it professional?
 - Is it ethical?
 - **L.1.a. KNOWLEDGE OF THE CODE.** Rehabilitation counselors are responsible for reading, understanding, and following the Code, and seeking clarification of any standard that is not understood. Lack of knowledge or misunderstanding of an ethical responsibility is not a defense against a charge of unethical conduct.
 - Is it worth it? Would you be willing to lose your license, credentials, or job over it?
 - Are you utilizing social media effectively for networking opportunities?
 - Ask friends/family to use discretion when posting pictures of you or “tagging” you in posts.
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ETHICAL CHALLENGES OF SOCIAL MEDIA

- A.4. Avoiding Value Imposition
 - Extremely difficult to avoid via social media when the majority of it involves publicly posting such things.

- A.5. Roles and Relationships with Clients
 - f. Personal Virtually Relationships with Current Clients: **Rehabilitation counselors are prohibited from engaging in personal virtual relationships with current clients (e.g., through social media).**
 - g. Extending Professional Boundaries: Rehabilitation counselors consider the risks/benefits of extending the boundaries of their professional relationships with current or former clients, their romantic partners, or their family members to include interactions not typical of professional rehabilitation counselor-client relationships. In cases where rehabilitation counselors choose to extend these boundaries, they take appropriate professional precautions, such as seeking informed consent, consultation, and supervision to ensure that judgment is not impaired and no harm occurs. **With current clients, such interactions are initiated with appropriate consent from clients and are time-limited or context-specific. *Must be documented appropriately via A.5.h. of the code.**




ETHICAL CHALLENGES OF SOCIAL MEDIA

- D.5. Responsibility to the Public and Other Professionals
 - c. **When rehabilitation counselors provide advice or commentary by means of public lectures, demonstrations, radio or television programs, recordings, technology-based applications, printed articles, mailed material, or other media,** they make reasonable efforts to ensure that: (1) the statements are based on appropriate professional literature and practice; (2) the statements are otherwise consistent with the Code; and (3) it is clear that a professional counseling relationship does not exist.
 - d. When making professional statements in a public context, **regardless of media or forum,** rehabilitation counselors clearly identify whether the statements represent individual perspectives or the position of the profession or any professional organizations with which they may be affiliated.
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ETHICAL CHALLENGES OF SOCIAL MEDIA

○ J.4. Social Media

- **a. PROFESSIONAL ELECTRONIC PRESENCE.** In cases where rehabilitation counselors maintain both professional and personal presences for social media use, separate professional and personal pages and profiles are created to clearly distinguish between the two kinds of electronic presence.
 - **b. MONITORING SOCIAL MEDIA.** Rehabilitation counselors recognize that information posted on social media sites is largely permanent and easily shared beyond the privacy settings of any particular site. Rehabilitation counselors take reasonable steps to monitor for and remove or correct potentially harmful information shared on sites they establish for their professional presence.
 - **c. SOCIAL MEDIA AND INFORMED CONSENT.** Rehabilitation counselors clearly explain to their clients, as part of the informed consent procedure, the benefits, limitations, and boundaries of the use of social media in the provision of services. Additionally, rehabilitation counselors work within their organizations to develop and clearly communicate a social media policy so the social media practice is transparent, consistent, and easily understood by clients.
 - **d. PRIVACY IN SOCIAL MEDIA.** Rehabilitation counselors respect the privacy of their client's presence on social media and avoid searching a client's virtual presence unless relevant to the rehabilitation counseling process. If a rehabilitation counselor may search a client's virtual presence, this is disclosed in advance. Rehabilitation counselors caution clients of the potential impact that social media use may have on the counseling relationship and discuss the benefits and risks of using social media within the rehabilitation counseling process.
 - **e. MAINTAINING CONFIDENTIALITY IN SOCIAL MEDIA.** Rehabilitation counselors protect the confidentiality of clients by avoiding the posting of any personally identifiable information, unless the client has provided written consent to do so. In no circumstance should protected or highly sensitive information be shared via social media platforms.
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FACTORS TO CONSIDER FOR JOB SEEKERS

Consumers utilizing social media may often require assistance in the following areas:

- Cleaning up their social media page(s) and creating professional email addresses
- Learning to see their employment situation from the perspective of potential employers
- Maintaining positivity during the job search process and staying hopeful
- Ask yourself! Would you want your boss to see this or be privy to this information?




ADDITIONAL FACTORS TO CONSIDER FOR JOB SEEKERS

Consumers utilizing social media may often require assistance in the following areas:

- Being mindful of what you say and pictures you post online
- Appropriate use of social media for resumes
- Utilizing social media as an effective tool for job searching and/or networking
- Taking responsibility for your social media use



EFFECTIVELY MARKETING YOURSELF


- Here are some things that job seekers can do to make themselves more marketable:
 - Have a professional email address
 - Be who you are and build your reputation on that image by projecting a positive attitude
 - Use social media to your advantage in job searching and/or networking effectively
 - Your personal life will project on your professional life, so be aware of that when posting, tweeting, etc.
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EFFECTIVELY MARKETING YOURSELF


- Here are some things that job seekers can do to make themselves more marketable:
 - Be aware of what others are “tagging” you in on their own social media and “untag” or delete as needed
 - If it is questionable: If in doubt, leave it out!
 - Don’t criticize current/former employers online
 - Broaden your professional social network
 - (ex. LinkedIn, Facebook, Twitter, etc.)



DO'S & DON'TS FOR SOCIAL MEDIA TO JOB SEARCH

- Be Consistent!
 - Does your employment history match your LinkedIn profile and what's on your resume?
 - Does Facebook page, etc. match elsewhere online?
 - Be Really Careful What You Tweet!
 - Use caution when tweeting because you never know who may read it! Tweets show up in Google searches!
 - Be a Networker Before You Need To Be!
 - Build your network in advance and make connections now, rather than later! Get engaged with other professionals!
 - Be a Giver to be a Getter!
 - Networking works both ways, so give to get! Reciprocity!
 - Be Mindful!
 - Don't get yourself fired or in trouble for posting, tweeting, etc., especially when on company time!
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SOCIAL MEDIA & EMPLOYERS

- The Federal Government includes social media as part of their background check for individuals that are being considered for “sensitive positions or access to classified national security information” as a part of their hiring/selection process.
 - Currently limited to content or “information that has been published or broadcast for public consumption,” so it doesn’t include private messages sent via social media.
 - Candidates are not required to give passwords or log on to their private accounts.
 - Kentucky currently doesn’t have legislation in place to protect job seekers from employers requesting their username and passwords for personal internet accounts on social media to get or keep a job.
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SOCIAL MEDIA & EMPLOYERS

- Social Media monitoring is already common practice in the private sector!
 - According to the Society of Human Resources Management, 40+ percent of employers used public social media or online searching to screen job applicants last year!
 - The majority was done manually, but companies such as Fama Technologies are offering automated social media and web analysis services for pre-employment screening use!
 - Even websites such as: www.justmughsots.com can expose criminal background information without an actual background check being conducted!



DISCUSSION

- In your experience, what have you found works best in managing your social media use as a professional? Worst?
- What words of wisdom would you give job seekers regarding social media use?
- What kind of responses have you received from employers regarding social media and job seekers?
- Do you google your clients to see what employers will see when they do the same? (CRCC debate/new code)
- Have you had experience with clients crossing professional boundaries via social media?
- Have you googled yourself lately or at all?
 - If not, you probably should!



CONTACT INFORMATION

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THE END ☺

**Enjoy the rest of the KY APSE 2017
Conference!**