Social Media - Friend or Frenemy: Complaints, Reports and Discipline Update
Karen Puckrin, College of Nurses of Ontario

Agenda

• History Class: Spot the Enemy: Professional Conduct clashes with social media

• CNO Regulatory Action - does remediation resolve hostilities?

• Making Friends: Is the Social Media conflict settled?

Is this an Issue?

Has your organization or agency had complaints about licensees use of social media?

A. Yes
B. No
When was your first clash?
What year did you receive your first complaint?

A. 2006  
B. 2007  
C. 2008  
D. 2009  
E. 2010

History Lessons
2006:  
The Year of the Blog:

• Napoleon Dynamite  
• Clients who go ‘psycho”  
• “I work with all the crazies”

History Lessons
2007:  
- Facebook front and centre:

2008:  
- Big year for Facebook again!  
- NEW - client blogs lies about nurse  
- Complaints increase

2009:  
- New issue surfaces - health of nurses
History by the numbers

2006-2009:
- 13 matters
- 11 were new nurses within last 5 years
- No recidivism to date for these nurses
- 3 nurses no longer practising - did not pay fees to renew
- One nurse suspended as a result of a health inquiry

Regulator Action

- CNO’s efforts to understand the use of social media
  - Literature search
  - Expert interviews
  - Peer reviewed journal article

The Basis of the Conflict

Three Key Findings from research:
1. Lack of Established norms around the use of social media
2. Lack of understanding of the power of social media
3. The professional versus the personal
Your opinion
What is the biggest contributor when licensees use social media inappropriately?

A. Few/No rules for use by professionals?
B. Only my friends can see my posts?
C. It has nothing to do with my professional role?

More History Lessons
2010:
Facebook rules - the blog is dead - experienced nurses now using FB!

• “So much s*** at work so little time…”
• “CNO” FB page!
• “That’s me in bed with my client”

More History by the Numbers
2011 - 2013:
• 10 -15 reports of inappropriate use per year:
  - “I hate this job/employer/colleagues/mother-in-law...”
  - “I looked at 50% of my FB friends health records”

• First finding of professional misconduct (2011)
  - Breach of standards, abuse, disclosing information without consent, unprofessional
Remediation

What is it?
• Reviewing standards

• Relevant literature - “Circle of care”
  “Technology in Practice”

• College staff meet with nurses for guided
  reflection on public confidence and
  professionalism

Recidivism

Does remediation work?

• Examining recidivism in nurses who use social
  media inappropriately

• How is the public protected?
Questioned Professionalism of Other Nurses

% Answered “Yes”

- 2008: 17%
- 2010: 22%
- 2012: 31%
- 2014: 37%

Current Events

JUNE 2014
Social Media: A Regulator’s Experience

Deborah Jones

Agenda

• Research: Where are nurses on Social Media?

• CNO and Social Media: From paper to digital, from email to Facebook

• Social Media for Regulators: Opportunities and challenges
Are you on Social Media?

Are you using or planning to use a social media platform (e.g. Facebook or Twitter) to send information to your licensees?

A. We currently use social media
B. We are planning to use social media
C. We are not planning to use social media

How do you use Social Media?

How are you using or planning to use a social media platform?

A. To deliver one-way communications (e.g. updates, newsletters)
B. To engage in a two-way conversation
C. All of the above
D. None of the above

What we know about Nurses use of Social Media

Nurses preferences:

• What they are using?
• How they are using it?
## Do you Communicate by Mail?

Are you mailing print communication, such as a newsletter, to your licensees?

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The Standard - email

CNO on Facebook

Do I Have to Use Social Media?

- Opportunities
- Challenges

New Orleans, Louisiana
Sept. 11-13, 2014
Final Word

Speaker Contact Information

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Social Medi-ation

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NC State Board of Dental Examiners
In the Beginning...

- Al Gore was here and he:
  - “… took the initiative in creating the Internet” – March 8, 1999 in an interview with Wolf Blitzer
- And the Internet was good
- But the Internet was easy
- One accidental click away and your blunder is “for ever”

Social Media is Everywhere!

- Facebook / Myspace
- Linkedin
- YouTube, Flickr, photos, email
- Blogs / Forums
- Microblogging

What sector of the regulatory community do you represent?

A - Health care regulator
B - Non-health regulator
C - Legal professionals
D - Testing professional
E - Other
Scenario #1: Would this be considered a questionable use of Social Media?

A - Yes
B - No

Protected Information

- Patient information
- Copyrighted information

Scenario #2: Would this be considered a questionable use of Social Media?

A - Yes
B - No
Advertising

- Print Media
  - May have specific rules / regulations for advertising
- Electronic Media
  - Easier and less “proofing” done
- “Spider Media”

Scenario #3: Would this be considered a questionable use of Social Media?

A - Yes
B - No

Solicitation / Advice

- Must separate Professional persona from Personal
- Law firm in California that prohibits the use of social media in their firm
- Think ambulance chasers and medical malpractice
Discussion

• Is he endorsing fast food?
• Is he suggesting poor dental hygiene practices?
• Should licensees be limited by the state or province on what they can do (US - 1st amendment)?
• Would the public be better protected by not restricting the practitioner?

It’s a New Arena

• We are just now starting to understand the impact Social Media can make.
• The computer age has ushered in new technology that makes it possible for anyone to make an impact
• Some rights might need to be forfeited to keep professionals “professional”

Remember... the internet is permanent!

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