



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

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### 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?



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### Is this an Issue?

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

A. Yes  
B. No



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### When was your first clash?

What year did you receive your first complaint?

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



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### History Lessons

**2006:**

The Year of the Blog:

- Napoleon Dynamite
- Clients who go 'psycho'
- "I work with all the crazies"



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### 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



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### 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



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### Regulator Action

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



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### 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



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### 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?



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### 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”



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### 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



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### 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



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### Recidivism

Does remediation work?

- Examining recidivism in nurses who use social media inappropriately
- How is the public protected?



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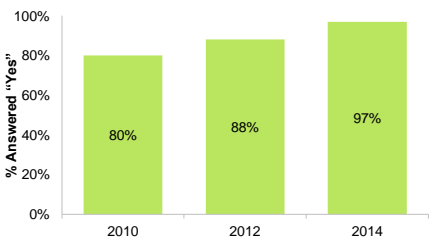
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### Conscious How Perceived Online



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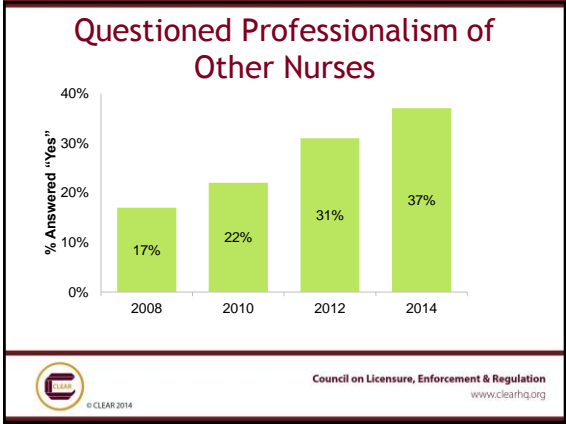
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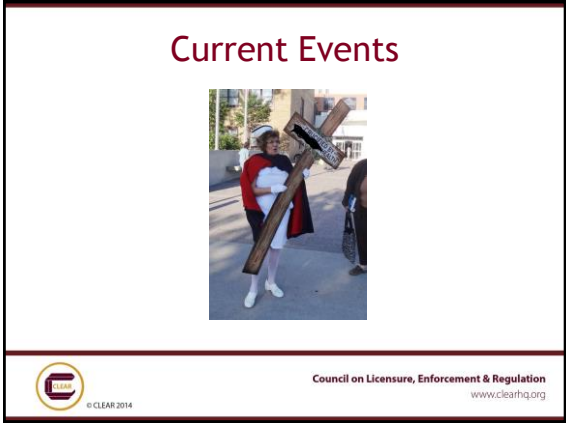
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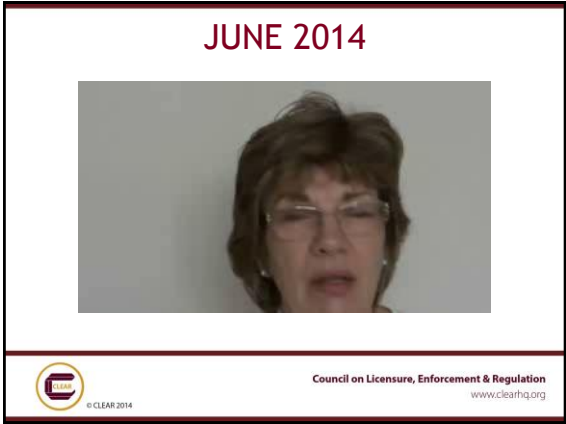
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### Speaker Contact Information

Karen Puckrin  
Manager, Reports  
College of Nurses of Ontario  
[kpuckrin@cnomail.org](mailto:kpuckrin@cnomail.org)  
T: (416)-963-7639



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### Social Media : A Regulator's Experience

Deborah Jones



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### 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



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### 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



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### 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



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### What we know about Nurses use of Social Media

Nurses preferences:

- What they are using?
- How they are using it?



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### Do you Communicate by Mail?

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

- A. Yes
- B. No



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### The Standard - Print



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### The Standard - Digital



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### The Standard - email



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### CNO on Facebook



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### Do I Have to Use Social Media?

- Opportunities
- Challenges



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**Final Word**



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**Speaker Contact Information**

Deborah Jones  
 Manager, Communications  
 College of Nurses of Ontario  
 Email: [dmjones@cnomail.org](mailto:dmjones@cnomail.org)

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**Social Medi-ation**

Line Dempsey, MA - Investigator  
 NC State Board of Dental Examiners

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### 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"



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### Social Media is Everywhere!

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



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### 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



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Scenario #1: Would this be considered a questionable use of Social Media?

A - Yes  
B - No



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Protected Information

- Patient information
- Copyrighted information



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

A - Yes  
B - No



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### Advertising

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



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

A - Yes  
B - No



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### 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



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### 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 - 1<sup>st</sup> amendment)?
- Would the public be better protected by not restricting the practitioner?



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### 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"



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### Remember... the internet is permanent!

Line Dempsey  
NC Dental Board  
507 Airport Blvd, STE 105  
Morrisville, NC 27560

919-459-1785  
ldempsey@ncdentalboard.org



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