Social Media and Behavioral Health Care: The Good, Bad and Ugly

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Learning Objectives

- Assess your personal and professional risks and knowledge of social media and its use.
- Review the types of social media formats that are often used in behavioral health.
- List the common ethics dilemmas that arise for behavioral health care professionals with the use of social media.
- Discuss the importance of having a social media policy for your agency.
- Analyze case scenarios that occur in the behavioral health care settings surrounding social media.
Social Media Pre-Test
Social Media and Behavioral Health Care
Types of Electronic Media

- email
- text messaging
- chat, rooms, blogs, instant messaging
- communicating, via phone connecting within social media
- Skype-ing, web-camera, video chatting
ADAMHS Board of Cuyahoga County

Social Media Plan
Social media is a tool to instantly reach a large (or small) amount of people—your target audience.

You can learn about your “customers”.

Social media sites provide analytics and reports.

Increases traffic to Web site.

Rise in Search Engine Rankings.

Associate with other businesses.
Purpose

- Create awareness.
  - Brand awareness.
  - Project awareness.
  - Campaign awareness.
  - Event awareness.

- Increase traffic to Web site.
What is Twitter?

• Mission: To give everyone the power to create and share ideas and information instantly, without barriers.
• 271 million monthly active users
• 500 million tweets sent per day
• 78% of twitter active users on mobile

• Describe who we are and what we do in 120 characters or less.

We are the safety net that provides mental health and services to @CuyahogaCounty residents
Pills  Heroin  Fentanyl  HURTS more than YOU

24-  Crisis Hotline: 216-623-6888

ADAMHS Board of Cuyahoga County

Addiction Recovery Advocacy Meeting

Meeting Details

Who should attend?

- Individuals who have a loved one or self identify as
  addiction
- Individuals who are living with addiction
- Individuals in recovery
- Individuals looking for ways to support someone
  struggling with addiction

Location:

The Summit on the Bay
13300 Ridgewood Rd
Cleveland, OH 44109

Date:

December 14, 2018

Time:

3:30 PM - 5:30 PM

For more information, please contact:

ADAMHS Board of Cuyahoga County

4297 East 117th Street
Cleveland, OH 44105

Phone: 216-623-6888

Email: info@adamhs.org

Website: www.adamhs.org
What is Facebook?

- Founded in 2004 with college students, then high school students in 2005 and in 2012, more than 1 billion users.
- Users can create fan pages, personal pages, company pages, government pages.
- Users can share a variety of media: text, photos, audio, and videos.
• The ADAMHS Board’s Facebook page currently has 832 likes.

• A “like” is when a user chooses to “like” your page because they are interested in what news/information you post.

• “Liking” our page allows this user to follow us and they interact with us as well. The user can comment on our pictures, share our pictures with their friends and read our newsletters/Web site.

• The more “likes” we have, the more well-known we will become throughout the community.
Share interesting, valuable content:

- post something humorous;
- highlight and recognize your customers;
- incorporate “social media” only offers;
- be interactive- ask questions people will want to answer;
- photos and videos; coupons and contests;
- product overviews;
- “How To” videos;
- Sales/special events
Target audience

Who follows your competition?

Source: http://www.slideshare.net/emetelka/social-media-strategy-target-your-audience-build-your-voice
• We have 941 followers.

• We want to engage with and educate our audience.
**Impression**: the number of times users saw the Tweet on Twitter

**Engagements**: the total number of times a user has interacted with the Tweet. (This includes all clicks on the Tweet: on hashtags, likes, username and Tweet expansion) retweets, favorites, replies and followers.

**Engagement rate**: the number of engagements divided by the total number of impressions

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**Measure Your Success**

Your Tweets earned **33 impressions** over the last **28 days**

That's no change in Impressions from the previous 28-day period

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<table>
<thead>
<tr>
<th>Tweets</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMH5CC @ADAMH5BoardCC · Aug 27</td>
<td>15</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>ADAMH5CC @ADAMH5BoardCC · Aug 25</td>
<td>16</td>
<td>0</td>
<td>0.0%</td>
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### Monitoring Facebook Activity: Reach

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Likes, Comments &amp; Shares</th>
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</thead>
<tbody>
<tr>
<td>08/14/2014</td>
<td>2:19 pm</td>
<td>Did you know September is Suicide Awareness Month? ER visits for drug-related suicide attempts</td>
<td></td>
<td></td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08/12/2014</td>
<td>10:20 am</td>
<td>ADAMHS Board of Cuyahoga County shared their photo.</td>
<td></td>
<td></td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08/12/2014</td>
<td>9:01 am</td>
<td>We are saddened to learn the tragic news of Robin Williams passing.</td>
<td></td>
<td></td>
<td>31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08/11/2014</td>
<td>9:29 am</td>
<td>Stay connected with us and local events that support recovery and raise awareness of mental illness.</td>
<td></td>
<td></td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08/04/2014</td>
<td>10:02 am</td>
<td>We are holding Child Support Awareness Month at the 7th annual StreetFest outside the</td>
<td></td>
<td></td>
<td>61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>06/09/2014</td>
<td>4:42 pm</td>
<td>Watch last night's Heroin update in Cuyahoga County with our CEO William Danishecz</td>
<td></td>
<td></td>
<td>127</td>
<td></td>
<td></td>
</tr>
<tr>
<td>06/09/2014</td>
<td>2:56 pm</td>
<td>Join team ADAMHS Board of Cuyahoga County to support mental health and mental illness.</td>
<td></td>
<td></td>
<td>55</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>07/09/2014</strong></td>
<td><strong>6:56 pm</strong></td>
<td>Tune in to WEWS NewsChannel 5+ Cleveland/Akron/Canfield tonight at 5 and 6 pm.</td>
<td></td>
<td></td>
<td>248</td>
<td></td>
<td></td>
</tr>
<tr>
<td>07/25/2014</td>
<td>1:04 pm</td>
<td>Federal Opioid Addiction Act of 2014 has passed right here in Cuyahoga County and is making</td>
<td></td>
<td></td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>07/25/2014</td>
<td>8:29 am</td>
<td>The ADAMHS Board of Cuyahoga County's monthly newsletter, &quot;CEO Headliners&quot;, keeps you up to date.</td>
<td></td>
<td></td>
<td>107</td>
<td></td>
<td></td>
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<tr>
<td>07/24/2014</td>
<td>3:44 pm</td>
<td>Today, the ADAMHS Board of Cuyahoga County hosted a group of student leaders from Mexico.</td>
<td></td>
<td></td>
<td>126</td>
<td></td>
<td></td>
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<tr>
<td>07/21/2014</td>
<td>1:23 pm</td>
<td>Attention World! The 8th annual 'Ohio Recovery Ride' is Saturday, Sept 20 at 10 a.m. at the</td>
<td></td>
<td></td>
<td>34</td>
<td></td>
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</table>
Monitoring Links

Bitly.com

• Bitly.com shortens hyperlinks, enables you to customize the link and tells you how many people actually clicked on the link.

• Highest amount of clicks: 9
Our goals:

- Increase awareness of ADAMHS Board, mission, programs:
- Increase traffic to Web site
- Increase post engagement
- Increase audience/reach through “likes” (Facebook) and “followers” (Twitter)
54% do NOT use social media

46% use social media

Facebook only

Twitter only

Both

As of September 2014*
LARGEST SOCIAL MEDIA ACCOUNTS

- ADAMHS Board of Cuyahoga County
- County of Summit ADM Board
- Stark County MHRS Bard
- MH & R Board of Portage County
- Paint Valley ADAMH Board
- Lorain County ADAS Board
- Crawford-Marion Board of ADAMHS
- MHRS Board of Allen, Auglaize, Hardin Counties

As of September 2014*
Benefits of using social media

- Spread key messages and influence health decision making
- Reach, foster engagement and increase access to credible, science-based health messages
- Increase the timely dissemination and potential impact of health and safety information
- Leverage audience networks to facilitate information sharing
- Expand reach to include broader, more diverse audiences
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Facilitate interactive communication, connection and public engagement
- Empower people to make safer and healthier decisions
Challenges of using social media

• Time
  • Understand the amount of time/resources for each tool before you decide which tools to use
  • You don’t have to use EVERY platform out there!
  • Understand what is best for your audience, goals, expertise/resources/leadership support

• Importance of a strategic plan—what is your goal?

• Who is your audience?

• Carefully crafted messages- 140 characters? Not a lot.

• How to make yours the most interesting?
Getting started

1. Understand strategic choices/understand effort level
2. Go where the people are
3. Start with low-risk tools (instead of Facebook/Twitter, start with sharing videos, recording and posting a podcast)
4. Accurate messages: esp. in healthcare, science-based; accurate; consistent; evidence-based
5. Encourage sharing/engagement
6. Mobile friendly- is your website/blog mobile friendly?
7. Learn from metrics
Strategy

- Identify your target audience
- Determine your objectives
- What outlets will you use?
- How much time/effort can be invested?
- People access information in different ways, at different times, and for different reasons. Understanding your audience/objectives is very important.
Social Media: The Good

- *(YOUTH) extend friendships; teens can experience connectedness and opportunities to learn from each other*
- Supportive environment to explore, friendship and social status
- Allows for teens to find support online that they may lack in traditional relationships
- Source of information/advice/news
- Health concern answers
- Gain independence/freedom with cell phones by checking in with parents
Social Media: Risks

- Negative self-image

- Cyber bullying, burn pages, harassment, humiliating text/photos
  - Increases risk of depression, suicide

- Texting/Sexting: “with texting, teens cannot see the reaction of the person receiving the message, so their actions can be separated from the consequences”
  - Sexting is a form of texting where individuals send or receive sexually suggestive, nude, or nearly nude images or messages
  - Relationship abuse- teens in a relationship may be pressured to send nude pictures, sending nonstop text messages, posting mean comments on Facebook/Instagram
Social Media: Risks

- Unwanted sexual solicitation and predation—encouraging someone to talk about sex, do something sexual, share personal sexual information

- Privacy (lack of ability to understand/think in terms of long-term consequences)—less worried about sharing personal information publicly, do not read websites privacy policies or unaware that their information is at risk of disclosure to third-party advertisers
Social Media Policy

• Protect yourself
• Protect your organization legally
• Protect your image
• Policy Statement
• Purpose
• General
• Guidelines for Social Media Content
• Employee Access
• Account Management
• Security
• Social Media Conduct
• Content
• Citizen Conduct

General Principles of All Ethical Codes

- Informed Consent: nature of the relationship, confidentiality, etc.
- Beneficence: to help others
- Nonmaleficence- to do harm to the interest of the client
- Fidelity and Responsibility-relationship of trust
- Integrity-promote accuracy, honesty and truth
- Justice-fairness, avoid bias, advocacy
- Respect –Protects the dignity, rights & welfare of the person
- Social Media/E-therapy-written policies and procedures
Ethical and Clinical Considerations for Social Workers
Social workers should not engage in dual or multiple relationships with clients or former clients in which there is a risk of exploitations or potential harm to the client.
• When generally recognized standards do not exist with respect to an emerging area of practice, social workers should exercise careful judgment and take responsible steps (including appropriate education, research, training, consultation, and supervision) to ensure the competence of their work and to protect clients from harm.
Social workers should respect clients’ rights to privacy. Social workers should not solicit private information from clients unless it is essential to provide services or conducting social work evaluation or research...
Social workers should not permit their private conduct to interfere with their ability to fulfill their professional responsibility.
Social workers should make clear distinctions between statements made and actions engaged in as a private individual and as a representative of the social work profession, a professional social work organization, or the social worker’s employing agency.
Ethical and Clinical Considerations for Counselors
ACA Code of Ethics
Counselors who engage in the use of distance counseling, technology, and/or social media develop knowledge and skills regarding related technical, ethical, and legal considerations (e.g., special certifications, additional course work).

Counselors who engage in the use of distance counseling, technology, and social media within their counseling practice understand that they may be subject to laws and regulations of both the counselor’s practicing location and the client’s place of residence. Counselors ensure that their clients are aware of pertinent legal rights and limitations governing the practice of counseling across state lines or international boundaries.
Clients have the freedom to choose whether to use distance counseling, social media, and/or technology within the counseling process. In addition to the usual and customary protocol of informed consent between counselor and client for face-to-face counseling, the following issues, unique to the use of distance counseling, technology, and/or social media, are addressed in the informed consent process:

- distance counseling credentials, physical location of practice, and contact information;
- risks and benefits of engaging in the use of distance counseling, technology, and/or social media;
- possibility of technology failure and alternate methods of service delivery;
- anticipated response time;
- emergency procedures to follow when the counselor is not available;
- time zone differences;
- cultural and/or language differences that may affect delivery of services;
- possible denial of insurance benefits; and
- social media policy.
ACA Code of Ethics
Informed Consent and Security

- Counselors acknowledge the limitations of maintaining the confidentiality of electronic records and transmissions. They inform clients that individuals might have authorized or unauthorized access to such records or transmissions (e.g., colleagues, supervisors, employees, information technologists).

- Counselors inform clients about the inherent limits of confidentiality when using technology. Counselors urge clients to be aware of authorized and/or unauthorized access to information disclosed using this medium in the counseling process.

- Counselors use current encryption standards within their websites and/or technology-based communications that meet applicable legal requirements. Counselors take reasonable precautions to ensure the confidentiality of information transmitted through any electronic means.
• Counselors who engage in the use of distance counseling, technology, and/or social media to interact with clients take steps to verify the client’s identity at the beginning and throughout the therapeutic process. Verification can include, but is not limited to, using code words, numbers, graphics, or other nondescript identifiers.
• Counselors inform clients of the benefits and limitations of using technology applications in the provision of counseling services. Such technologies include, but are not limited to, computer hardware and/or software, telephones and applications, social media and Internet-based applications and other audio and/or video communication, or data storage devices or media.

• Counselors understand the necessity of maintaining a professional relationship with their clients. Counselors discuss and establish professional boundaries with clients regarding the appropriate use and/or application of technology and the limitations of its use within the counseling relationship (e.g., lack of confidentiality, times when not appropriate to use).

• When providing technology-assisted services, counselors make reasonable efforts to determine that clients are intellectually, emotionally, physically, linguistically, and functionally capable of using the application and that the application is appropriate for the needs of the client. Counselors verify that clients understand the purpose and operation of technology applications and follow up with clients to correct possible misconceptions, discover appropriate use, and assess subsequent steps.
• When distance counseling services are deemed ineffective by the counselor or client, counselors consider delivering services face-to-face. If the counselor is not able to provide face-to-face services (e.g., lives in another state), the counselor assists the client in identifying appropriate services.

• Counselors provide information to clients regarding reasonable access to pertinent applications when providing technology-assisted services.

• Counselors consider the differences between face-to-face and electronic communication (nonverbal and verbal cues) and how these may affect the counseling process. Counselors educate clients on how to prevent and address potential misunderstandings arising from the lack of visual cues and voice intonations when communicating electronically.
AACA Code of Ethics
Records and Web Maintenance

- Counselors maintain electronic records in accordance with relevant laws and statutes. Counselors inform clients on how records are maintained electronically. This includes, but is not limited to, the type of encryption and security assigned to the records, and if/for how long archival storage of transaction records is maintained.

- Counselors who offer distance counseling services and/or maintain a professional website provide electronic links to relevant licensure and professional certification boards to protect consumer and client rights and address ethical concerns.

- Counselors regularly ensure that electronic links are working and are professionally appropriate.

- Counselors who maintain websites provide accessibility to persons with disabilities. They provide translation capabilities for clients who have a different primary language, when feasible. Counselors acknowledge the imperfect nature of such translations and accessibilities.
In cases where counselors wish to maintain a professional and personal presence for social media use, separate professional and personal web pages and profiles are created to clearly distinguish between the two kinds of virtual presence.

Counselors clearly explain to their clients, as part of the informed consent procedure, the benefits, limitations, and boundaries of the use of social media.

Counselors respect the privacy of their clients’ presence on social media unless given consent to view such information.

Counselors take precautions to avoid disclosing confidential information through public social media.
Ethical and Clinical Considerations Chemical Dependency Professionals
• (1) (b) The licensee or certificate holder shall recognize limitations of his or her competency based on professional qualifications, education and experience and shall not offer services or use techniques outside his or her professional competency or scope of practice defined by rules 4758-6-01 to 4758-6-05 of the Administrative Code.

• (1) (h) In the presence of professional conflict, the licensee or certificate holder shall primarily be concerned with the welfare of the client.
• (1) (k) The certificate holder shall maintain an objective and non-possessive relationship with those he or she serves and shall not exploit them sexually, emotionally, financially or otherwise.

• (1) (l) The certificate holder shall not place an individual in any activity or setting where such participation could harm the individual.
Privacy and Social Media
Case Studies and Ethical Dilemmas in Social Media
Ethical Dilemma in Social Media

Amanda Martin  
February 23, 2015 at 4:41 pm

I had a client start following me on a social media site. I changed my profile name and security settings and blocked the client. I felt that I would be crossing ethical professional boundaries had I allowed the ct. to continue to follow my page. I felt it was a potential breach of confidentiality as well as inhibit my ability to keep a strictly professional relationship as well as overly inherently self-disclosing.

I did struggle with how to follow up after having blocked the ct. Suggestions?
Anonymous March 17, 2015 at 3:52 pm

I am struggling with the same issue. I accepted a friend request from someone I didn’t realize was my client. Her name on Facebook is a pseudonym and in a different language. I only realized later when a photo was posted. Now that it’s well after the fact, it is going to be a very difficult conversation when I defriend her. She works in a similar field so I understand her wanting to connect, but now I have no privacy. All sorts of personal information has already been viewed. I think I will start the conversation something like this….“I really appreciate that you were interested in me and wanted to reach out. I’ve been thinking about it and realized it doesn’t sit quite right with me. I reviewed our privacy policies and it seems I am actually in violation of our code in regards to having a ‘dual relationship.’ I’ve also done some research with my supervisor and was told that we are not allowed to connect with clients via social media so as not to violate any privacy issues both for the client and also for us, even when the client doesn’t feel it’s important….“ And then I will let her know that I will need to de-friend her.
Ethical Dilemma in Social Media
Thanks!

Questions?