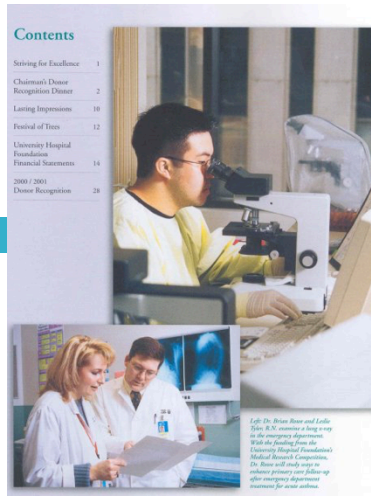




Social Media & Simulation

Simulation Knowledge Exchange – Research Network
Teleconference Series, September 25, 2017
Joël Rivero, BSc MLS, MLT

Joël Rivero



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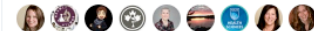
joël rivero
@thefirstjoel

Ladies & gents, your 2017 #CSMLS Board of Directors! @CSMLSBoard @csmls #labcon2017 [instagram.com/p/BU0Cn8Zh17j/](https://www.instagram.com/p/BU0Cn8Zh17j/)



4:10 PM - 1 Jun 2017 from Banff, Alberta

3 Retweets 7 Likes



1 3 7



NAIT Health Sciences @NAIThealthsci · May 8

Ladies & gents, your SHS social media committeel! @Cbltisa @Giise @smurfmountain @thefirstjoel #TeamAwesome #NAIT JR
pic.twitter.com/USjSRSbDuB

↩ Reply ↻ Retweet ★ Favorite

Flag media



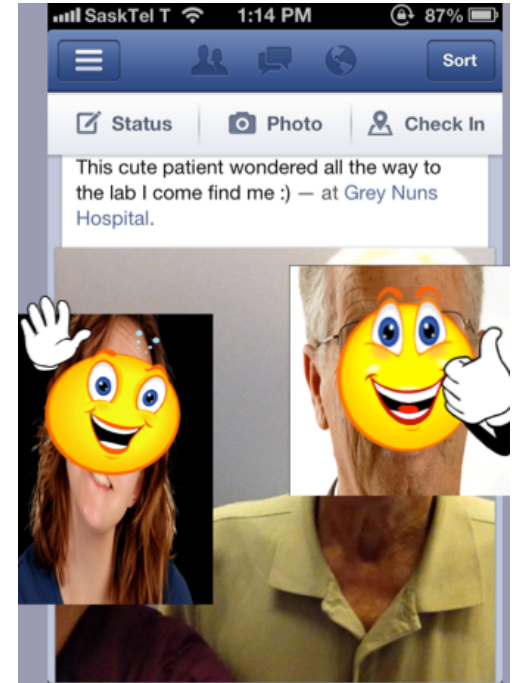
joël rivero @thefirstjoel · 15 Apr 2016

Great job #NAITMLA students: U rocked patient SIMs! #superproud #mela1103
#NAIT #medlab #sim @naithealthsci @nait 🙌



Today's Agenda

- What is social media?
- Why is social media education important?
- How is it incorporated effectively in healthcare? Opportunities? Hazards?
- How can we incorporate it into SIM?





 THINK  #THINK
www.preventingcrime.ca/THINK

Social media defined

- “**Social media** are computer-mediated technologies that facilitate the creation and *sharing* of information, ideas, career interests and other forms of expression via virtual communities and networks.”

Classifying social media

- ❑ Social networking sites
- ❑ Blogs (macro/micro)
- ❑ Collaborative projects
- ❑ Content communities
- ❑ Virtual social worlds
- ❑ Virtual game worlds



Constant evolution



Communication Game Changer

Traditional Media

- Institutional
- Broadcasting
- One to Many
- Fixed & Controlled
- Expensive

New Media

- Democratization
- CROWDcasting
- Many to One/Many
- Messy & Emergent
- Cheap(!)

Social Media in Healthcare Today

Benefits

- Professional networking
- Professional education
- Org. promotion
- Patient-centered care (IPE)
- Public health programs

Hazards

- Authenticity
- Damage to reputation
- Potential breaches in confidentiality
- Blurring of therapeutic boundaries (“friending”)
- Licensing/legal issues

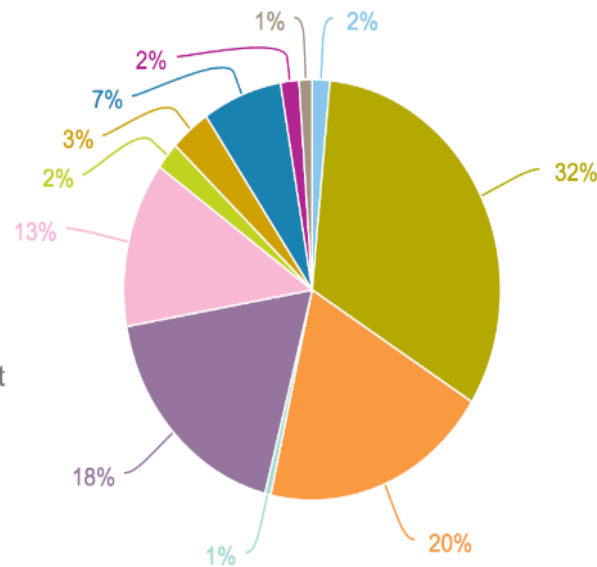
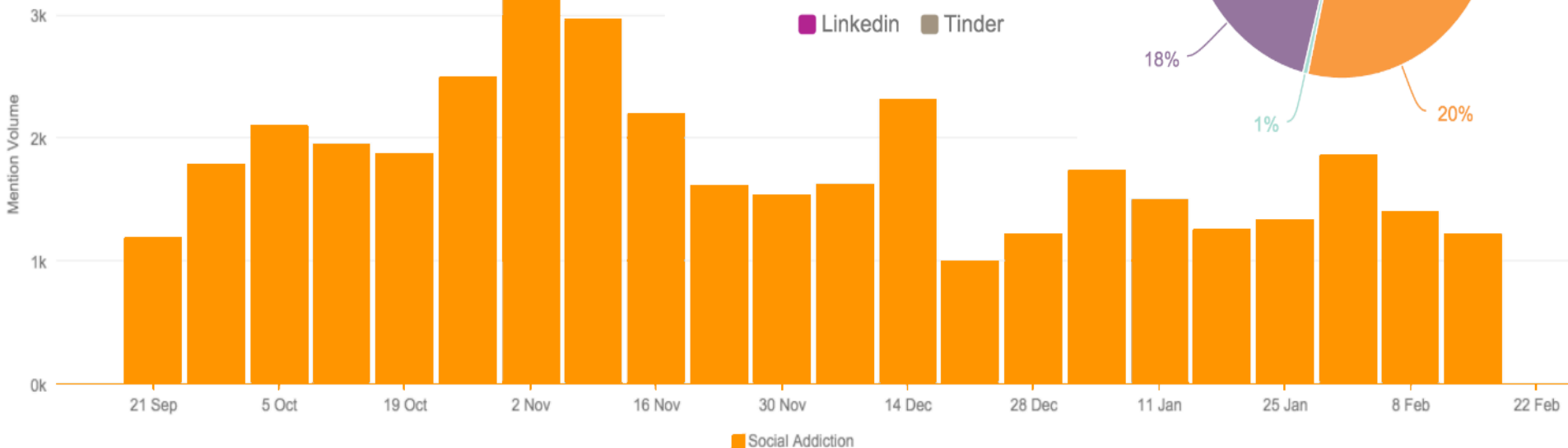
I'm a Social Media Addict

Thousands of people are admitting their addiction

 **56%**
6612 authors

 **44%**
5277 authors

Whatsapp Twitter Facebook
Vine Youtube Instagram
Periscope Snapchat Pinterest
Linkedin Tinder



Data from 39,489 Tweets via Brandwatch | September 2015 - February 2016

The world we live in today

Some silliness in a hospital results in suspension

Great Western Hospital staff in Swindon, Wiltshire, England **were suspended for participating** in "The Lying Down on the Job Game," where people photograph themselves lying face-down at work. The staff were lying on the hospital's floors, resuscitation tables, and even the helipad.

More: [Management](#) [Features](#) [Social Media](#) [Facebook](#) ▾



A waitress can't deal with a bad tip

22-year-old North Carolina waitress Ashley Johnson **blasted two customers over Facebook** for stiffing her on the tip and keeping her late. She also took the time to mention her workplace by name.

She was fired for breaking a rule about disparaging customers.

More: [Management](#) [Features](#) [Social Media](#) [Facebook](#) ▾



These flight attendants hated on their airline carrier

13 Virgin Airlines crew members were fired after publicly discussing aspects of their job on Facebook -- they shared the number of times that certain airplane engines had been replaced and that the cabins were infested with cockroaches.

They also took the time to insult the passengers who ultimately pay their salaries.

More: [Management](#) [Features](#) [Social Media](#) [Facebook](#) ▾



24% have regretted or removed posts from social media.



School teacher fired after posting this pic



Patriots' Cheerleader fired after being tagged in this pic



College intern fired after attending a "Family emergency"

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3/20/11 Mar 10th from web

A young woman lost her job before she even accepted the position because of this post.

Sask. nurse who criticized grandfather's long-term care on Facebook could be fined \$30,000

Carolyn Strom a lack of compassion and education among staff for her grandfather at a Macklin, Sask facility



Carolyn Strom in Regina on Feb. 10, 2016. She is a Prince Albert nurse who is in the middle of a disciplinary hearing by the Saskatchewan Registered Nurses' Association.

Registered nurse Carolyn Strom said if she had known the outcome two years ago, she would not have taken to social media to criticize her grandfather's long-term care.

As her drawn-out disciplinary hearing continued Friday in Regina, Strom's lawyer Marcus Davies and the Saskatchewan Registered Nurses' Association (SRNA) counsel Roger Lepage put forth their submissions on penalty — Lepage suggesting \$30,000 total.

Strom took to Facebook on Feb. 25, 2015, to comment on the care of her recently deceased grandfather at a long-term care facility in Macklin. She suggested a lack of compassion and education among staff.

Had I known that this would be the outcome, I wouldn't have said what I said

A Twitter account dubbed "Yes, You're a racist", which has made a name for exposing white nationalists in the past, has also called for anyone who recognises the men in the photos to out them publicly on social media or send anonymous tips.



Yes, You're Racist
@YesYoureRacist

Follow

If you recognize any of the Nazis marching in #Charlottesville, send me their names/profiles and I'll make them famous
#GoodNightAltRight

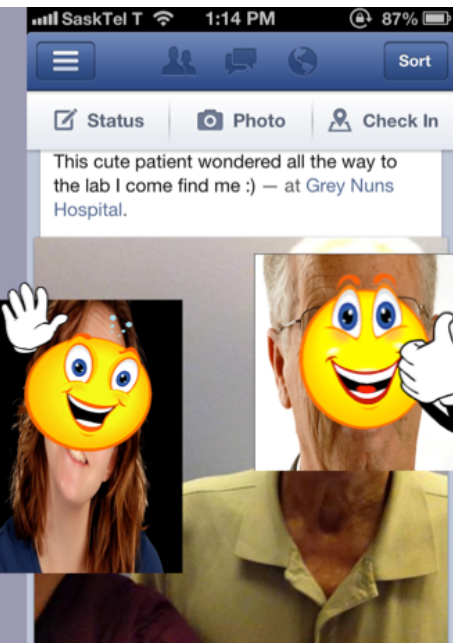
10:43 AM - Aug 12, 2017

2,240 67,283 85,456

"If you recognise any of the Nazis marching in Charlottesville, send me their names/profiles and I'll make them famous," it asked.

Cole White, a protester pictured on the account, has since been sacked from his job at a restaurant in Berkeley, California.

"Effective Saturday 12th August, Cole White no longer works at Top Dog," currently reads a sign on the fast-food restaurant's door. "The actions of those in Charlottesville are not supported by Top Dog. We believe in individual freedom and voluntary association for everyone."



POSTMEDIA NEWS

February 18, 2017
4:29 PM EST

Ⓜ Last Updated
February 18, 2017
4:37 PM EST

Filed under
News · Canada

Comment

Facebook

So, how can we incorporate SIM?

Use to drive SIM scenario

- Link SM use to SIM learning objectives (competency profile)
- Tie in with organizational policies
- Professional standards
- Code of Ethics
- Code of Professional Conduct
- Standards of Practice

Active Tool during SIM itself

- Live tweet/post by participant or SP/advocate during SIM
- Smartphone use during scenario (e.g. in lab!)
- Different social media apps usage

CSMLS Code of Ethics

The Canadian Society for Medical Laboratory Science (CSMLS) has developed a Code of Ethics in consultation with its members. The Code serves to define and expand the inherent ethical concepts⁷ contained in the CSMLS Code of Professional Conduct, to document expectations of ethical behaviour for all [medical laboratory professionals \(MLPs\)](#), and to provide a framework during professional and personal self-evaluation.

The ethical principles contained herein are not listed in order of importance, but rather, should be considered in relation to each other during their application within situations involving ethical dilemmas.

MLPs shall practise in compliance with all current provincial and federal legislation for the protection and integrity of patients and their specimens, colleagues, health care providers, society, the environment and one's self. Within this practice, on a fundamental level, they will conduct themselves in a manner that is conscientious, compassionate, honest and equitable.

MLPs shall uphold the vision of the CSMLS Code of Ethics by adhering to the following principles of ethical conduct, as well as the underlying concepts.

Safe Practices

- 1.1 Practise only those disciplines within the medical laboratory profession for which CSMLS certification has been achieved.
- 1.2 Practise only those procedures for which qualification has been achieved or officially delegated by an appropriate institutional authority, where the member has the current requisite knowledge, skills and judgment to ensure and demonstrate competence.
- 1.3 Recognize risk prone situations in order to minimize harm to patients, staff and self.
- 1.4 Utilize professional and institutional mechanisms to intervene when witness to unsafe, incompetent or unethical practices.
- 1.5 Assume responsibility for errors one has committed or observed and take immediate action to prevent or minimize associated harm.
- 1.6 Advocate for working environments that support safe, competent and ethical practices.

Confidentiality

- 2.1 Understand and comply with applicable privacy legislation and policies regarding the collection, use and disclosure of confidential information.
- 2.2 Preserve and protect the confidentiality of any information, either medical or personal, acquired through professional contact (in person, through collegial conversations, via medical records etc.) to safeguard patients.
- 2.3 Abstain from using confidential information to the detriment of a patient, or with direct or indirect intent to benefit oneself or another person.

Code of Professional Conduct

Medical laboratory professionals are dedicated to serving the healthcare needs of the public. The welfare of the patient and respect for the dignity of the individual shall be paramount at all times.

Code of Professional Conduct

- Medical laboratory professionals are dedicated to serving the healthcare needs of the public. The welfare of the patient and respect for the dignity of the individual shall be paramount at all times.
- Medical laboratory professionals work with other health care professionals, to provide effective patient care.
- Medical laboratory professionals shall promote the image and status of their profession by maintaining high standards in their professional practice and through active support of their professional bodies.
- Medical laboratory professionals shall protect the confidentiality of all patient information.
- Medical laboratory professionals shall take responsibility for their professional acts.
- Medical laboratory professionals shall practise within the scope of their professional competence.
- Medical laboratory professionals shall endeavour to maintain and improve their skills and knowledge and keep current with scientific advances. They will uphold academic integrity in all matters of professional certification and continuing education.
- Medical laboratory professionals shall share their knowledge with colleagues and promote learning.
- Medical laboratory professionals shall be aware of the laws and regulations governing medical laboratory technology and shall apply them in the practise of their profession.
- Medical laboratory professionals shall practise safe work procedures at all times to ensure the safety of patients and co-workers and the protection of the environment.

CSMLS Members can order posters of the Professional Code of Conduct for free.

Order by contacting info@csmls.org with the subject line "Code of Conduct Poster".

**Download Code of Professional
Conduct**

Source: CSMLS Code of Ethics and Code of Professional Conduct retrieved from <https://www.csmls.org/>

Potential Scenarios

- Friend request scenarios e.g. patients, immediate coworkers, direct supervisors
- Coworker has inappropriate profile pic, lists profession as “med lab professional at Hospital X”
- Online harassment escalates into lab confrontation
- Coworker posts grieving comments related to death of patient or colleague



Legislation

Online behaviour, just like behaviour in the real world, must adhere to all federal and provincial legislation. Laws governing behaviour, such as defamation or threats for example, extend to online actions as well as real world actions. Laboratory professionals and students need to pay specific attention to legislation regarding patient privacy and the protection of health information.

Employer/Educational Institution Policy

It is the responsibility of the laboratory professional to be aware of all employer policies. Laboratory students should be aware of all educational institution policies as well as the employer policies of your clinical placement. You should be cognisant of the fact that policies, such as those that deal with bullying or harassment, may extend to online actions whether the policy specifically mentions online behaviour or not. In your role, you may have access to confidential or privileged information and inappropriate disclosure of such information on social media or by any other means may breach employer policies.

Other SIM scenarios...



- 'Duty to report' scenario of inappropriate comments posted online by colleague
- Gossip about potential changes to lab staff/procedures disseminated online
- Mini-SIM within a SIM using social media, have "plant" send notifications, see if participant checks their phone during scene, if so, how many times?
- Professional boundaries scenario where you are asked to take a pic of patient and family member, asked to post on Facebook, then asked to friend the patient's daughter in order to tag them
- Coworker calls in sick to work, but their social media activity indicates a different story...
- Sky is the limit!

Final Thoughts

- ❑ YOU are communicating 24/7
- ❑ Legislation transcends real and virtual worlds
- ❑ You are ultimately responsible for all your actions and posts (online and IRL)
- ❑ With great power comes great responsibility
- ❑ T.H.I.N.K. before you dive in!



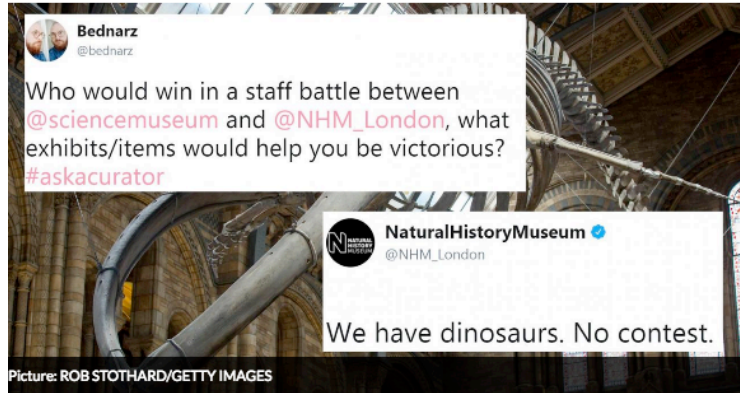
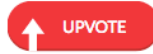
Questions?



Thank you!

Man accidentally starts Twitter war between Natural History and Science museums

Posted 9 days ago by [Jessica Brown](#) in [offbeat](#) [Like](#)



Picture: ROB STOTHARD/GETTY IMAGES

A man accidentally started a social media war between two of London's biggest museums.

During The Natural History Museum's Ask a Curator event on Twitter, one man had this pressing query he needed answering:

