

UNIVERSITY OF BRITISH COLUMBIA

SCHOOL OF SOCIAL WORK

SOCIAL MEDIA POLICY

CONTEXT

Social media is a term used to capture on-line technology which enables people to communicate and instantly share information and resources with local, national and international audiences. Examples of social media include, but are not limited to, Facebook, Twitter, LinkedIn, Google+, Skype, YouTube, on-line blogs. As social media use continues to evolve and expand, social workers must examine the use of this technology within the realm of professional practice and ethical decision making. Consistent with the British Columbia Code of Ethics, we therefore need to establish guidelines that protect us and those with whom we work from potential negative consequences.

“E-Professionalism” is a term that is starting to be used, which goes beyond online communication. It involves the ability to understand and use social media and also how to develop and manage one’s online persona.

Below are several contexts that support this Social Media Policy.

A. Preamble from the CASWE Standards for Accreditation May (2012)

http://caswe-acfts.ca/wp-content/uploads/2013/03/CASWE.ACFTS_Standards.Oct2013.pdf

B. The BC Code of Ethics (2002) outlines the core social work principles

<http://www.bcasw.org/about-bcasw/casw-code-of-ethics/>

C. UBC Policy #104 (2013) ACCEPTABLE USE AND SECURITY OF UBC ELECTRONIC INFORMATION AND SYSTEMS (<http://it.ubc.ca/services/security/ubc-information-security-office/security-policies>)

D. UBC Policy #3 (2014) ON BULLYING AND HARASSMENT

<http://universitycounsel.ubc.ca/policies/policy3.pdf>

SCHOOL OF SOCIAL WORK SOCIAL MEDIA POLICY STATEMENT

The School of Social Work recognizes the growing importance of electronic communication and is committed to supporting the rights of social workers to interact knowledgeably and socially in the social media. Members of the School of Social Work community are responsible and accountable for their actions and statements in social media, and recognize that appropriate boundary setting is vitally important in the development and maintenance of professional relationships. The use of discriminatory, derogatory or unfounded statements or willful misrepresentation on social media is not condoned by the School of Social Work and can result in disciplinary action up to and including school and/or practicum termination.