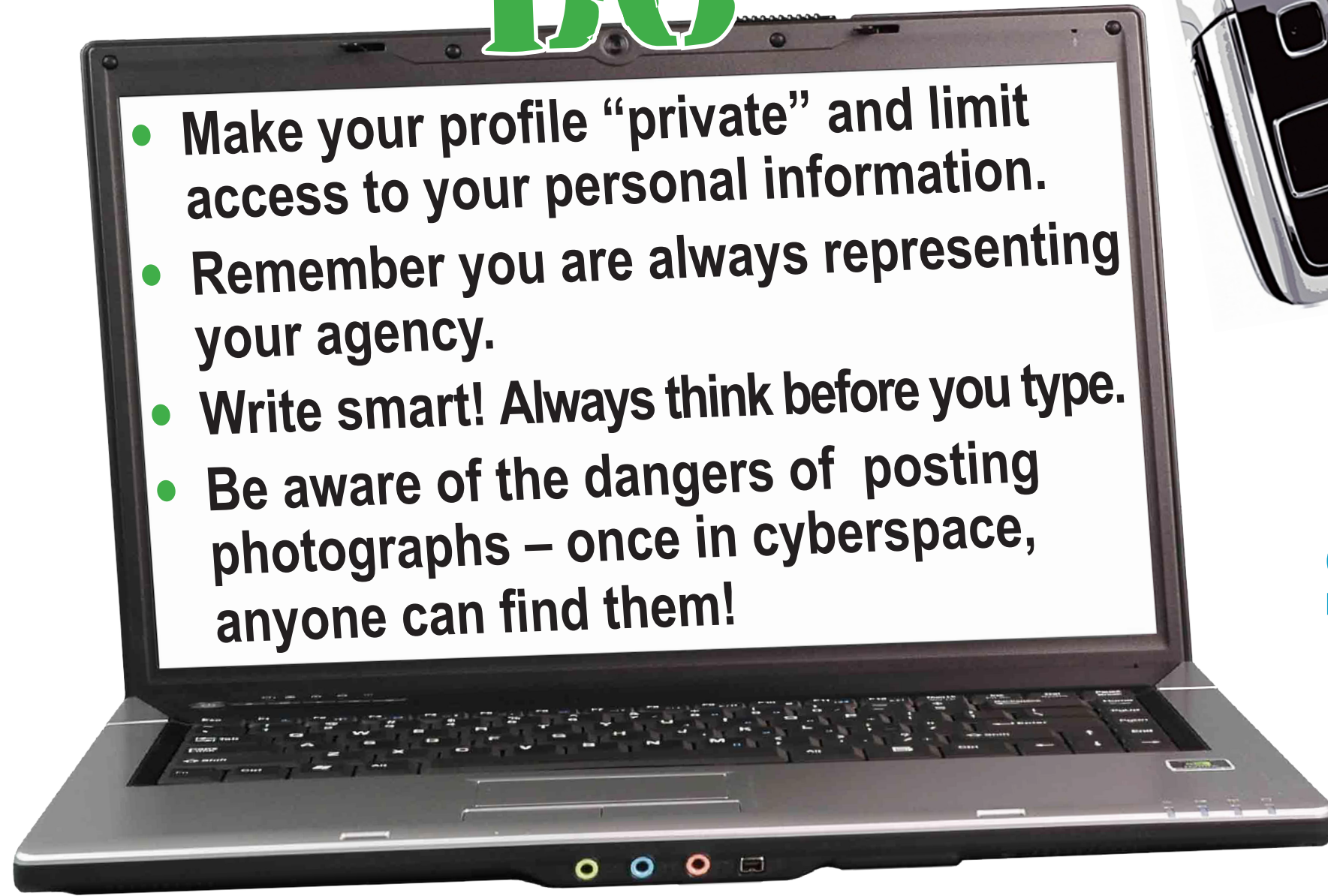


Representing Yourself and Your Agency Online:

Why it is Important to be Cautious About Using Social Media

DO

- Make your profile “private” and limit access to your personal information.
- Remember you are always representing your agency.
- Write smart! Always think before you type.
- Be aware of the dangers of posting photographs – once in cyberspace, anyone can find them!



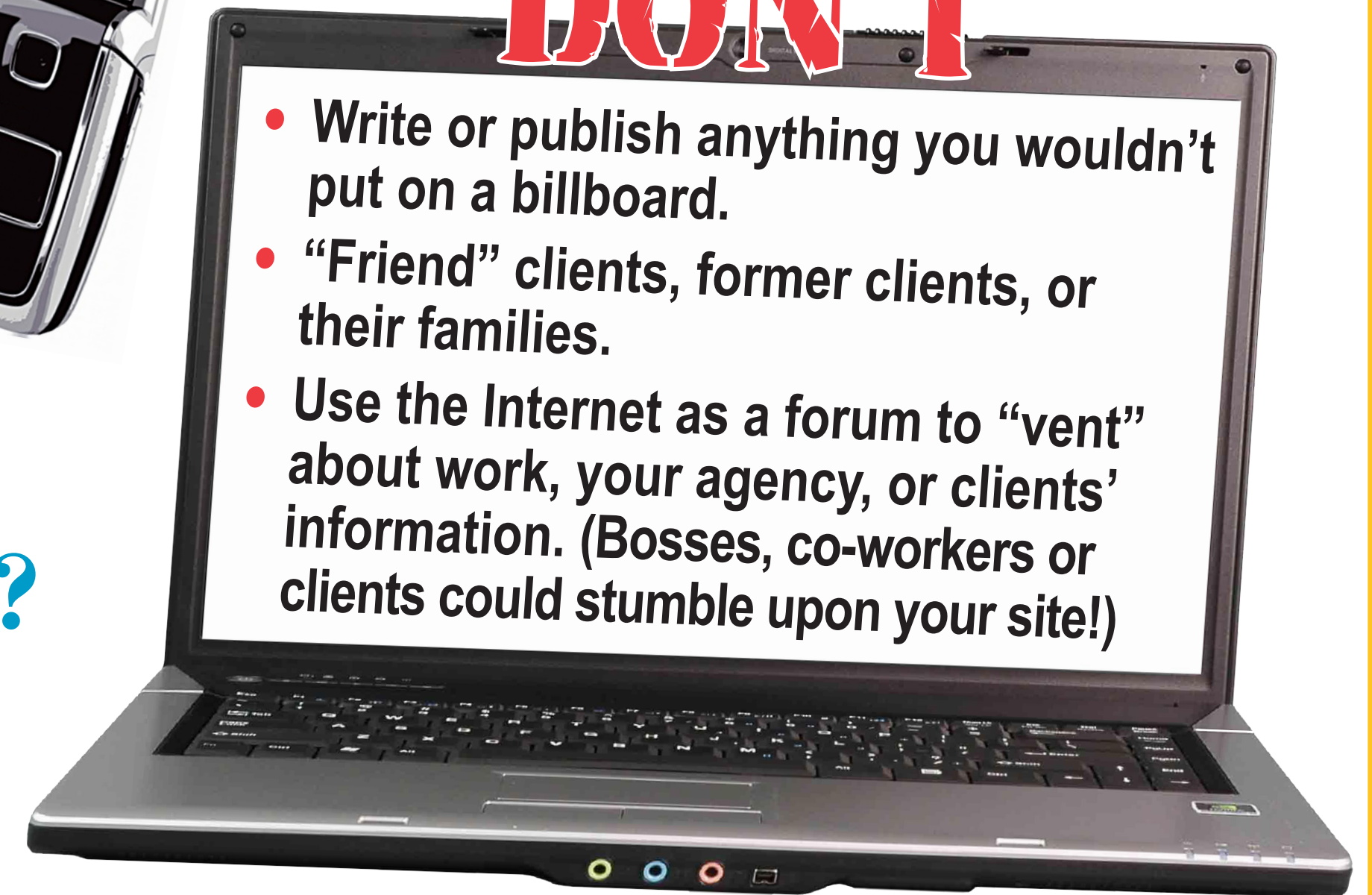
What is Social Media?

Any online communication used by individuals for the purpose of social interaction & networking. This includes, but is not limited to:

Facebook[©], MySpace[©],
YouTube[©], LinkedIn[©],
Foursquare[©], Wikipedia[©],
Twitter[©], Yelp[©],
Flickr[©], Blogs, etc.

DON'T

- Write or publish anything you wouldn't put on a billboard.
- “Friend” clients, former clients, or their families.
- Use the Internet as a forum to “vent” about work, your agency, or clients' information. (Bosses, co-workers or clients could stumble upon your site!)



Protection

- Protecting clients' personal information, even if you think no one will see it
- Divulging too much information may lead to threats, violence and/or loss of employment
- Protecting your program from misrepresentation, loss of credibility, respect and even funding
- Protection from lawsuits

Professionalism

- Agencies and staff are bound by law and professional ethics, including:
 - Treating clients with dignity and respect
 - Honoring clients' rights to confidentiality
 - Maintaining appropriate boundaries with clients
- Representing yourself online should be done with the same level of professionalism displayed in any other public arena



Florida's Supervised Visitation Programs: Protecting Children, Connecting Families
The Clearinghouse on Supervised Visitation, Institute for Family Violence Studies,
College of Social Work, Florida State University



<http://familyvio.csw.fsu.edu>