Social Networking Committee Guidelines for Information Contained and Posted on NAPSW Social Networking

October 2016

The Social Networking Committee is responsible for the oversight and organization of social networking through NAPSW Facebook and NAPSW Twitter as well as continuing to look for new and innovating strategies to promote, network, and connect with current NAPSW members and solicit new members.

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Definitions

Social Media- NAPSW defines social medial as various forms of electronic information. Social media can be used to transmit different types of information including: messages (i.e. email, instant messaging, blogs), content information (i.e. flyers, articles, videos) and ideas.

Purpose

The purpose of establishing guidelines for social networking is to 1) centralizes social networking activities under the social networking committee, 2) ensure that social medial activities represents NAPSWs mission, visions, & values, 3) protect NAPSW from social media activity that does not represent its mission, visions & values, 3) provide continuity & consistency for social media content

Rationale

The foundation for this document and implementation thereof comes from the NASW Code of Ethics (2008), NASW & ASWB Standard for Technology and Social Work Practice (2005), and NASW Ethics 8 Series. It is based on these governing and oversight standards that these guidelines are adopted and approved by the NAPSW board of directors.

The NASW Code of Ethics (2008) addresses areas of respect, competency, and misrepresentation. The NASW Code of Ethics state that social workers must practice with Respect (2.01) in regards to clients and colleagues and this practice must be delivered competently. Competency (4.01) refers to practice functions that are professional and proficient. Social workers must also avoid Misrepresentation (4.06). Misrepresentation relates to clearly distinguishing when statements are made by a private individual, social work profession or social work organization (i.e. unapproved use of NAPSW logo).

The NASW Ethics 8 Series addresses provide standards for social networking that include negative comments, privacy/location settings, security, technology policies, and competency. The Ethic 8 series recommends that social workers engaging in social networking activities not to post or comment negatively related to colleagues & employers. It also states that social workers need to be cognizant of the technological exposure related to privacy and location. This series state that it is important that appropriate privacy and location settings are considered when engaging in social networking. Similarly, enhanced security features may be required to protect and safeguard social networking activities. The series recommends that social workers need to be competent (proficient) in the use of social networking when engaging in these activities. In addition, there needs to be a social networking policy for employers, businesses, and/or organizations engaging in social networking activities. The series also deem it important to review posts/comments considering confidentiality, ethical/unethical conduct, commitment to employers, and private conduct.

NASW & ASWB Standards for Technology (2005) have similar elements as the NASW Code of Ethics and Ethics 8 Series. Specifically, The NASW & ASWB Standards for Technology highlights cultural competence with vulnerable populations (Standard 3). This standard requires social workers to develop appropriate online skills/methods that are attuned to marginalized clients and their experiences. N ASW & ASWB Standards for Technology also encourages social workers to utilize technology for social action efforts. It is stated that technology is a valuable tool for information and opportunities and helps clients to advocate directly for their interests (Standard 9).

These guidelines are developed with the understanding, consideration and support of the NASW Code of Ethics, NASW & ASWB Standards for Technology, and NASW Ethics 8 Series

Approved Social Networking Content

NAPSW Social Networking Approved Topics to Post/Blog:

The follow is a non-exhaustive list of topics to be discussed on NAPSW's social networking sites that are related to perinatal social work:

Information contained on NAPSW webpages (www.napsw.org and/or www.napsw.com) for purpose of increasing awareness of NAPSW, increasing membership to NAPSW, and attendance

to NAPSW National Conference.

1. Evidence-based research articles related to perinatal social work topics. Articles should come from reputable source and be non-bias in nature.

2. Reputable news reports related to perinatal social work topics. Reports should come from reputable source and be non-bias in nature.

3. Foster Care␣Child Welfare␣Domestic Violence␣Mental Health␣Homeless␣Adoption␣Women's Issues␣Parenting␣Attachment␣Medical Concerns␣Entertainment (Movie, song or TV show related to perinatal social work)

4. Resources related to perinatal social work topics.

a. Resources should be nationally based and be able to be utilized by broad audience. Avoid local (city/hospital) resources that cannot be accessed by majority of people following on Facebook and/or Twitter.

5. Information related to other organizations that have a close tie and/or relationship with NAPSW. (March of Dimes, etc) ␣

6. Information related to National celebrations of groups related to perinatal social work. (IE: Social Work Month, Pregnancy Infant and Loss Awareness Month, etc.) ␣

7. The individual posting the articles should have read the articles in order to confirm that it is appropriate to post. ␣

Unapproved Social Networking Content

NAPSW Social Networking Guidelines Unapproved Topics to Post/Blog:

1. Posting resources by For-Profit organizations for purpose of soliciting business and revenue.

2. Posting of Political Topics not approved by NAPSW Board of Directors for purpose of sharing a personal view or agenda on a specific topic or political debate.

3. Posting of Political information should be prior approved by NAPSW Board of Directors and information should be non-biased and specifically related to perinatal social work.

References

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