



Missouri Vocational
Rehabilitation Training
Webinar

Vocational Rehabilitation, Technology, Social Media and Ethics

Today's Training

- ❑ Collaborative venture brought to you by the Region 7 TACE Center (University of Missouri) <http://dps.missouri.edu/tace/>
- ❑ There are 10 TACE Centers nationally. We collaborate on various topics.
- ❑ My colleagues and I at the Region 3 TACE Center (GW University) <http://www.gwcrere.org/index.php> have been speaking and researching this topic of Ethics and Social Media for some time now.

First Survey For Today

- ❑ Who's here today? How many of you are:
 - ❑ Counselors?
 - ❑ Employment Specialists or Job Development Professionals?
 - ❑ Supervisors?
 - ❑ Office Support Professionals?
 - ❑ Information Technology Professionals?
 - ❑ Vocational Evaluators?
 - ❑ Others?

Today's Topic - Technology

- ❑ We have at our disposal more tools for communicating with one another than at any point in our past.
- ❑ Let's define the word tool...

Tool – Merriam-Webster Dictionary

- **1 a :** a handheld device that aids in accomplishing a task
- **2 a :** something (as an instrument or apparatus) used in performing an operation or necessary in the practice of a vocation or profession <a scholar's books are his *tools*>
- **b :** an element of a computer program (as a graphics application) that activates and controls a particular function <a drawing *tool*>

Choosing the right tool

- Gamma Knife Surgery
- Other end of the spectrum – using a sledge hammer to swat a mosquito
- One of the major tasks expected of us as VR Professionals is the ability to exercise good professional judgment.
- We're going to talk today about some resources to assist in exercising good professional judgment relating to technology and counseling.

GOOD APPLICATION OF TECHNOLOGY TO VR

Twitter Hashtags

Results for #jobs colorado

- Tweets Tweets with links Tweets near you People
- 
Juan SrchAllJobs Juan
 Staff Accountant/Analyst Job job at Deluxe - Colorado Springs, CO
<http://bit.ly/htnodE> #Indeed #jobs
 49 seconds ago
 - 
tmj_cob_health1 TMJ-COB Health Jobs
 Junior Analytical Chemist (#Boulder , CO) <http://bit.ly/i7BTuc>
 #AerotekJobs #Healthcare #Jobs #Job #TweetMyJOBS
 1 minute ago
 - 
tmj_lax_finance TMJ-LAX Finance Jobs
 PwC: Health Industries IT Payer Associate (#LosAngeles , CA)
<http://bit.ly/i7NE2Z> #pwcjobs #Finance #Jobs #Job #TweetMyJOBS
 10 minutes ago
 - 
jobsincosprings Colorado Springs Job
 Assistant Manager @ Sonic Drive-In Colorado Springs, CO 80916
 #jobs <http://bit.ly/bYL1zs>
 16 minutes ago

And then the bad...

The Internet's Long Reach



- The "Shrinky" App is a comforting, Muppet-like figure that visually guides users through a series of scientific, therapy-based techniques.
- Shrinky was designed to save consumers time and money by "providing fast emotional relief at a cost of \$2.99 with unlimited access, rather than \$5,000 or more per year for weekly in-person counseling," said Glenn Berger, PhD, LCSW. "It's like a portable psychologist you can take to the airport, the office, a speaking engagement -- anywhere you might need immediate support."
- Source:
<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/02/17/prweb5068704.DTL#ixzz1I6nKoNVE>

So how do I know what tools to use and when?

Framework

- CRCC Code of Ethics
- Missouri Department of Elementary and Secondary Education Policies

CRC Code of Ethics

- The basic objectives of the Code are to:
 - (1) **promote public welfare** by specifying ethical behavior expected of rehabilitation counselors;
 - (2) **establish principles that define ethical behavior** and best practices of rehabilitation counselors;
 - (3) serve as an ethical **guide** designed to assist rehabilitation counselors **in constructing a professional course of action** that best serves those utilizing rehabilitation services; and,
 - (4) serve as the basis for the **processing of alleged Code violations** by certified rehabilitation counselors.

Ethical Principles

- ◻ *Autonomy: To respect the rights of clients to be self-governing within their social and cultural framework.*
- ◻ *Beneficence: To do good to others; to promote the well-being of clients.*
- ◻ *Fidelity: To be faithful; to keep promises and honor the trust placed in rehabilitation counselors.*
- ◻ *Justice: To be fair in the treatment of all clients; to provide appropriate services to all.*
- ◻ *Nonmaleficence: To do no harm to others.*
- ◻ *Veracity: To be honest.*

CRC Code of Ethics

- ◻ Can be found at http://www.crccertification.com/pages/crc_code_of_ethics/10.php
- ◻ Or more simply, go to <http://www.crccertification.com> and look under certifiants and you'll find it there.



What's New for 2010

What areas have changed the most?



The Top 10 Changes of the CRCC Code

- | | |
|---|---|
| ① Roles and relationships with clients | ⑥ Teaching and supervision scenarios found within the workplace |
| ② Cultural competency/diversity updates | ⑦ Written disclosure statements |
| ③ Disaster preparedness | ⑧ Advocacy and Accessibility |
| ④ Technology and distance counseling | ⑨ Reworked Preamble |
| ⑤ End-of-life care | ⑩ Glossary of terms added |

CRCC Code and Non-Professional Interaction

Next Survey...

- Is it appropriate to 'friend' clients on FaceBook?
 - ▣ Never
 - ▣ Always
 - ▣ Sometimes... It Depends on the Situation

A.5 Roles and Relationships with Clients

d. NONPROFESSIONAL INTERACTIONS OR RELATIONSHIPS OTHER THAN SEXUAL OR ROMANTIC INTERACTIONS OR RELATIONSHIPS. **Rehabilitation counselors avoid nonprofessional relationships** with clients, former clients, their romantic partners, or their immediate family members, except when such interactions are potentially beneficial to clients or former clients. In cases where nonprofessional interactions may be potentially beneficial to clients or former clients, rehabilitation counselors must document in case records, prior to interactions (when feasible), the rationale for such interactions, the potential benefits, and anticipated consequences for the clients or former clients and other involved parties. Such interactions are initiated with appropriate consent from clients and are time-limited (e.g., extended free-standing friendships are prohibited) or context specific (e.g., constrained to an organizational or community setting).

A.5 d continued

- Where unintentional harm occurs to clients or former clients, or to other involved parties, due to nonprofessional interactions, rehabilitation counselors must show evidence of an attempt to remedy such harm. Examples of potentially beneficial interactions include, but are not limited to, attending a formal ceremony (e.g., a wedding/commitment ceremony or graduation); purchasing a service or product provided by clients or former clients (excepting unrestricted bartering); hospital visits to ill family members; or mutual membership in professional associations, organizations, or communities.

No easy answer...

Keep all this in mind and we'll look at the recommendations re: "Friending" from CRCC in a bit

CRCC Code and Technology

Section J

Recent Publication

- For a summary of the technology areas in the code, see Barros-Bailey and Saunders (2010)...
- 'The sanctity of the client-counselor relationship has the prospect to be threatened through lack of technical knowledge of both parties but, more importantly through limited awareness that behaviors are different when using technology...'
- Barros-Bailey, M. B., & Saunders, J. L. (2010). Ethics and the use of technology in rehabilitation counseling. *Rehabilitation Counseling Bulletin*, 53(4), 255-259.

Some Highlights

- Section J.1.a -**a. APPLICATION AND COMPETENCE.** Rehabilitation counselors are held to the same level of expected behavior and competence as defined by the Code regardless of the technology used (e.g., cellular phones, email, facsimile, video, audio, audio-visual) or its application (e.g., assessment, research, data storage).

Section J.1.b

- **b. PROBLEMATIC USE OF THE INTERNET.** Rehabilitation counselors are aware of behavioral differences with the use of the Internet, and/or methods of electronic communication, and how these may impact the counseling process.

What are some of those differences?

Online Disinhibition Effect

Online Disinhibition Effect

- People do and say things online that they wouldn't in a face-to-face world. Suler, J. (2004). CyberPsychology and Behavior, 7, 321-326
 - You don't know me
 - You can't see me
 - See you later
 - It's all in my head
 - It's just a game
 - We're equals

J.1.c

- **c. POTENTIAL MISUNDERSTANDINGS.** Rehabilitation counselors educate clients on how to prevent and address potential misunderstandings arising from the lack of visual cues and voice intonations when communicating electronically.

J.2

- a – Determining Client Capabilities
- B – Accessing Technology

Accessibility and Social Media

- Not a ton out there relating to accessibility and social media
- Facebook's accessibility and assistive technology guide:
<http://www.facebook.com/help/?page=440>
- Qwitter client, a Twitter client that works with most screen readers, including Jaws, Window Eyes, system access, Hal, SuperNova and the freely available [NVDA](#).
 - <http://qwitter-client.net/documentation/en/Readme.html#qwitter-intro>

INFORMED CONSENT, AND SECURITY

- **a. CONFIDENTIALITY AND INFORMED CONSENT.** Rehabilitation counselors ensure that clients are provided sufficient information to adequately address and explain the limits of: (1) technology used in the counseling process in general; (2) ensuring and maintaining complete confidentiality of client information transmitted through electronic means; (3) a colleague, supervisor, and an employee, such as an Information Technology (IT) administrator or paraprofessional staff, who might have authorized or unauthorized access to electronic transmissions;

J.3 Continued

- (4) an authorized or unauthorized user including a family member and fellow employee who has access to any technology the client may use in the counseling process; (5) pertinent legal rights and limitations governing the practice of a profession over jurisdictional boundaries; (6) record maintenance and retention policies; (7) technology failure, unavailability, or crisis contact procedures; and, (8) protecting client information during the counseling process and at the termination of services.

Survey - Email

- I have on occasion thought about whether or not an email I received from a consumer was actually from that consumer...
 - ▣ True
 - ▣ False

J.3.d

- **d. IMPOSTERS.** In situations where it is difficult to verify the identity of rehabilitation counselors, clients, their guardians, and/or team members, rehabilitation counselors: (1) address imposter concerns, such as using code words, numbers, graphics, or other non-descript identifiers; and (2) establish methods for verifying identities.

Survey

- I send and receive text messages from consumers...
 - ▣ True
 - ▣ False

J.10. REHABILITATION COUNSELOR UNAVAILABILITY

a. TECHNOLOGICAL FAILURE. Rehabilitation counselors explain to clients the possibility of technology failure and provide an alternative means of communication.

b. UNAVAILABILITY. Rehabilitation counselors provide clients with instructions for contacting them when they are unavailable through technological means.

c. CRISIS CONTACT. Rehabilitation counselors provide referral information for at least one agency or rehabilitation counselor-on-call for purposes of crisis intervention for clients within their geographical region.

Missouri Policy

- Pg. 1 of 1 Subject: Acceptable Use of Electronic Technology
- **I. PURPOSE** - It is the Department's intent to provide necessary tools for employees to complete their work and to maintain pace with a rapidly changing work environment. Internet access, electronic mail, electronic files, fax machines, photocopiers and telecommunication equipment are provided as research and communication tools for conducting official state business.
- **II. SCOPE** - This policy applies to all Department employees.

More on Missouri Policy

- **III. POLICY**
- (A) As rapid growth continues in electronic technology, Department employees are advised that technology is provided for conducting State business, the same as other tools, equipment, and supplies.
- (B) Electronic mail, electronic files and records documenting Internet access are State property and should not be regarded as private or confidential. Electronic mail, electronic files and records documenting Internet access on state owned equipment may be viewed by the Department.
- (C) Social networking sites: Employees shall not reveal or post any confidential, financial, sensitive or proprietary information about the Department, coworkers, students, clients, claimants, patrons, or school districts on a social networking site. When using a personal account, employees are discouraged from airing personal comments about a supervisor, coworker or the Department.
- (D) Employees should discuss questions concerning appropriate use of these tools with their supervisors.

Social media and VR Services

First Qualitative Survey

- Does anyone have an example of a consumer who found a job using social media tools? Could you briefly type your experience in the Chat box and we'll come back to it in several minutes...

SOCIAL NETWORKING SITES

MATT MARKVEE TACE 8

What is Social Media?

- Seemingly everywhere, definitions vary based on source
- Wikipedia definition "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), which allows the creation and exchange of [user-generated content](#)."

Benefits of Social Media

- Find jobs
- Connect with clients
 - Unique growing demographic
- Share information
 - Utilize collaboration tools
 - Easy place to find current contact information
- Gather feedback
- Reconnect with old friends/colleagues
 - Expand employment network
- Will visit potential issues with social media later in the session

US Top Social Media Websites

- #1: Google
- #2: Facebook
- #3: YouTube
- #8: Twitter
- #11: LinkedIn
 - www.alexacom.com
 - (pageranks retrieved 12/8/2011)

Survey - Google

- You've just met with a consumer who says he worked on with an architectural team developing the tallest building in Columbia, South Carolina. You can't recall the name of the building, but a quick Google search helps you identify it. Curious, you then enter your consumer's name along with the building name. Is this ethical?
 - Yes
 - No

To Google or not to Google: Is this a question?

Too much information?

- Behnke (2007) noted that some clinical training directors and graduate psychology programs have started to use the Internet to search for information about trainees and applicants. This research raises the risks related to psychologists shifting from a **clinical** to an **investigatory** role.
- Barnett (2009) focused on the potential for therapists to secretly access client information online. He defined it as a **boundary issue** and suggested that this behavior violates an **implied contract and may affect the trust** unless this behavior is clearly addressed in the process of informed consent.

For the greater good?

- Hughs (2009) asserts that it is **not necessarily unethical** to search for patient information online. Her argument was that if information was sought to **promote patient care**, rather than to satisfy a therapist's curiosity, it could further a legitimate clinical interest.
- For example, if a client refused or was unable to provide historical information, an online search might be a reasonable way to obtain supplemental data.

Using Google

- Are you looking because you are curious?
- Are you looking with an employment related intention?
- Is there a way you can involve the consumer in this process?
- Do you have a standard you use for this question?

Social Networks: What we know

- 59% of children ages 6 to 9 — access the Internet on a typical weekday.
- **135 million people** in the US visit Facebook each month. On average, users spend **more than seven hours a month** on the site, far longer than 30 minutes spent on Amazon or the two hours and 15 minutes on Google.
- Social networks are starting to become part of the criteria that both hiring managers and college admissions officers are using to weed out applicants.
- **One in five** hiring managers conduct background checks using social networks (primarily Facebook), while **one in ten college admissions officers** do the same

Source: <http://healthland.time.com/2011/03/18/young-kids-increasingly-hang-out-online/#ixzz11o34gK2l>

Social Networking and Employment

- Those applying for a job can now reasonably assume that search committees will search for them on Google.
- Thus, you might recommend that consumers Google themselves before they begin their job search.
- Depending on the results, they can spend some time cleaning up, standardizing, and generally retooling their online presence.
 - One's outdated posts from old websites might still be accessible
 - Some unwelcome leaks from your Facebook account
 - Others who share your name

#2: Facebook

- Facebook.com
- Launched in 2004
- 500 Million active users (30 days) worldwide
- (600 Million Jan 2011) -msnbc
 - 70% outside of US
 - 41.6% US has an account –socialmediatoday.com
- 50% log in daily
- 130 'friends' on average
 - <http://www.facebook.com/press/info.php?statistics>

#8: Twitter

- Twitter.com
- Launched in 2006
- 190 Million accounts
- “Social networking and microblogging”
- 65 Million ‘tweets’ per day
- <http://en.wikipedia.org/wiki/Twitter>

#11: Linked In

- LinkedIn.com
- Launched in 2003
- 80 million members
- “Professional network”
- Vocational Profile
- Colleagues maintain up to date information
- Promotes collaboration

Facebook explained

- Home page
 - News feed
- Friend requests
- Messages
- Notifications
- Status
- Applications
- Privacy settings

On Facebook Privacy

- Caveat Emptor
 - "Deleted" Facebook photos still not deleted: a followup
 - Is privacy no longer a social norm?
- <http://www.theatlantic.com/business/archive/2010/05/the-evolution-of-facebooks-privacy-rules/56398/>

More on Facebook Privacy

- www.slate.com - Farhad Manjoo – FTC settlement; company will institute a series of new internal controls
- “That photo that you just shared with ‘friends only’? No only is it now stored on dozens of Facebook servers across the planet, but it has also lodged itself into each of your friends’ browser caches. They are free to grab a screenshot of your image and spread it to the wider world.”

Drake University Law School

- Celeste F. Bremer, a federal judge who was cruising the Internet with her daughter, stumbled upon a Face Book page set up by Drake law students. The rant-filled "I Hate Legal Writing" group page included comments that two of Bremer's colleagues, both of whom taught the course found threatening. Judge Bremer, of the U.S. District Court in Des Moines, also came across another group that called itself the "Drake Law Drunks." Judge Bremer, who had recently taught a course at Drake and had close ties to the law school, contacted the administration.
- One student's Face Book page showed her drinking with a caption 'Just before I puked at Law Ball!'

Survey

- In your work with consumers, do you have a standard operating procedure that you systematically share with consumers regarding using technology and Social Media and contacting consumers through social media?
 - ▣ Yes
 - ▣ No

Keely Kolmes, Psy. D: My policy regarding Social Media

- "This document outlines my policies related to the use of Social Media. Please read this so you know how you can expect me to respond to various interactions that may occur between us on the Internet. If you have any questions about anything I've outlined, I encourage you to bring them up at one of our meetings."
 - ▣ **Friending:** "I do not accept friend or contact requests from current or former clients on any social networking site (Facebook, LinkedIn, etc). I believe that adding clients as friends or contacts on these sites can compromise your confidentiality and our respective privacy. It may also blur the boundaries of our relationship."
 - ▣ **Interacting:** "Please do not use _____ to contact me. These sites are not secure and I may not read these messages in a timely fashion. Engaging with me in this way could compromise our confidentiality. If you need to contact me between sessions, the best way to do so is by _____."

A Few Guidelines from the CRCC Code

When considering and interpreting the CRCC Code of Ethics, we understand that we should:

- Avoid accepting 'friends' unless there is a beneficial rationale to do so
- Set your personal privacy settings to 'friends only' to avoid unwanted interaction
- Only provide information that accurately reflects your profession

YouTube #3

- Very good source of educational materials.
- Great instructional videos.
- Also, some variation in 'professionalism' and institutional representation

WHERE DO YOU DRAW THE LINE?

Medical Education and You Tube...



LinkedIn explained

- "Professional network"
- Homepage
- Profile
- Jobs
- Answers
- Groups
- Applications

Twitter explained

- Microblogging/social networking site
- Not just for Justin Bieber enthusiasts
- 140 character limit
- Profiles
 - ▣ Individual profiles
 - ▣ Agency/organization profiles
- Hashtags
 - ▣ #jobs
- Twitter study

Twitter Profile 1

Public Agency Use

- State regulations in infancy, formative period for regulating use
- Balance with Section J, new ethical code
- Agency computer use policy may restrict use entirely (Missouri doesn't... we addressed this earlier)

Nebraska Vocational Rehabilitation

- Nebraska Vocational Rehabilitation maintains a site on Facebook:
- <http://www.facebook.com/pages/Nebraska-Vocational-Rehabilitation/266794951411>

Delaware DVR

- Delaware Division of Vocational Rehabilitation maintains an agency site on Facebook:
- <http://www.facebook.com/pages/Delaware-Division-of-Vocational-Rehabilitation/10150114914660014>

facebook 1 3 2 Search Home Profile

Meeting Your Employment Needs **Delaware Division of Vocational Rehabilitation** Like

Wall Info Photos Guidelines Video Events Filters

Mary Backer

Find Jobs - CUSTOMER RELATIONS \$15.00+ per hour Local Distributor Jobs in Wilmington Region, Delaware
www.careerbuilder.com
CUSTOMER RELATIONS \$15.00+ per hour Local Distributor - Find Customer Service Jobs at in Wilmington Region, Delaware
December 10, 2010 at 7:54am · Share

Mary Backer Staples is in need of a Copy & Print Center Expert. Please see the link below. They are also in search of a Customer Service Lead and a Copy & Print Center Associate. Prices Corner location.

Copy & Print Center Expert
wfa.kronostm.com
Position Summary: Primarily responsible for providing customer service, consistent with our Copy/Promise standards. Responsible for efficient and effective Copy & Print Center operations
December 10, 2010 at 7:46am · Share

Mary Backer This is a great job for someone with experience in the Social Services field, who is interested in working at night.

csalary Find Salary Information for these Jobs =>
Find Jobs - Shelter Staff (Night Shift) Jobs in Wilmington, Delaware - The Ministry of Caring
www.careerbuilder.com
Shelter Staff (Night Shift) - Find Nonprofit - Social Services Jobs at The Ministry of Caring in Wilmington, Delaware
December 8, 2010 at 8:55am · Share

Information

Location:
4425 N. Market Street
Wilmington, DE, 19802

45 People Like This

Alice Marie Pasquale Sandi Miller Gerald Jerry Rice

Issues with Social Media

- Privacy/Confidentiality
 - Imposters
 - Open pages
- Malicious behavior
 - Information harvesting
 - Identity theft
 - Trolling
 - Unscrupulous applications/developers
- Security
 - Public wireless nodes

Survey

- I know what my digital footprint is...
 - Yes
 - No

Digital Footprint

- Digital footprints involve your interactions with a digital world and remind us that data left can be exploited.
 - Tony Fish <http://yourdigitalfootprints.com>

Social Networks and Employment

- Of those who conduct online searches/ background checks of job candidates, **29 percent** use Facebook, **26 percent** use LinkedIn and **21 percent** use MySpace. One-in-ten (11 percent) search blogs while 7 percent follow candidates on Twitter.
- Industries most likely to screen job candidates via social networking sites or online search engines include those that specialize in technology and sensitive information: **Information Technology** (63 percent) and **Professional & Business Services** (53 percent).
- Job seekers are also encouraged to leverage social media when advertising their skills and experience. **Eighteen percent** of employers reported they have found content on social networking sites that caused them to hire the candidate.

Why Employers Hired Candidates

Reason

- Profile provided a good feel for the candidate's personality and fit 50%
- Profile supported candidate's professional qualifications 39%
- Candidate was creative 38%
- Candidate showed solid communication skills 35%
- Candidate was well-rounded 33%
- Other people posted good references about the candidate 19%
- Candidate received awards and accolades 1%

Social Networking and Employment

- Job seekers are cautioned to be mindful of the information they post online and how they communicate directly with employers.
- **Thirty-five percent** of employers reported they have found content on social networking sites that **caused them not to hire** the candidate.
- What type of information do you believe caused employers not to hire candidates?

Social Networking and Employment

Reason

- | | |
|--|-----|
| • Candidate posted provocative or inappropriate photographs or information | 53% |
| • Candidate posted content about them drinking or using drugs | 44% |
| • Candidate bad-mouthed their previous employer, co-workers or clients | 35% |
| • Candidate showed poor communication skills | 29% |
| • Candidate made discriminatory comments | 26% |
| • Candidate lied about qualifications | 24% |
| • Candidate shared confidential information from previous employer | 20% |

Dos and Don'ts!

- DO clean up digital dirt BEFORE beginning your job search! Remove any photos, content and links that can work against you in an employer's eyes.
- DO keep gripes offline—Keep the content focused on the positive, whether it be professional or personal information.
 - Supervisor criticism case
 - <http://www.nytimes.com/2010/11/09/business/09facebook.html>
- Makes sure to highlight specific accomplishments inside and outside of work.

Dos and Don'ts!

- DON'T forget that others can see your friends, so be selective about who you accept.
- Monitor comments made by others. Consider using the “block comments” feature or setting your profile to “private” so only designated friends can view it.
- DON'T mention your job search if you're still employed!

Source: U.S. by Harris Interactive© on behalf of CareerBuilder.com between May 22 and June 10, 2009 among 2,667 hiring managers and human resource professionals (employed full-time; not self-employed; with at least significant involvement in hiring decisions; non- government) ages 18 and over.

Conduct a “person search” rather than a “job search”

- The majority of jobs aren't posted online
- Hiring managers get a list of employee referral candidates before they even bother to view resumes from those who submit them online.
- Sometimes the listed jobs aren't available or never even existed. Studies have noted that **80% of jobs** are taken through networking, but few have sought to use the web to search and locate people they would actually enjoy working for or at companies they are excited about.

“How to get fired on Facebook”

- Patriots cheerleader case
- (or how to avoid being hired in the first place)
 - ▣ <http://bits.blogs.nytimes.com/2009/08/20/more-employers-use-social-networks-to-check-out-applicants/>

Survey

- I commonly review social media tools and their application to job development with my consumers.
 - ▣ True
 - ▣ False

Let’s Come Back to those Examples Now

- Earlier I asked you all if you had examples of social media tool success with your consumers...

Klout

- A popular site that assigns you a score based on its analysis of how influential you are on the social Web.
- One user found that Klout created a page for her 13 year old son and 15 year old daughter simply because they were her ‘friends’ on Facebook.
- Since this case arose Klout says it no longer creates pages without permission.

Yelp

- Yelp.com is a consumer review site.
- People rate their satisfaction with various services and products.
- There is a health and medical section.
- What do you all think about consulting yelp to find a therapist? Is rating a restaurant and rating a therapist the same thing?
- Generational differences?

Basic technology tools and vr services

Some Netiquette Sites

- <http://www.albion.com/netiquette/>
- <http://www.networketiquette.net/>
- <http://www.dtcc.edu/cs/rfc1855.html>
- <http://www.studygs.net/netiquette.htm>

Various Tips on Emailing Langland (2009)

- *Director of career services at Westminster College in Fulton, Missouri*
- Read all questions and respond to all questions
- Avoid sending confidential information via email
- Make greeting appropriate to recipient (“Hey” may not work for all)
- Watch tone – non-verbals can’t be inferred
- Respond promptly – if you can’t do it right away let the person know
- If an issue requires more than 3 emails, pick up the phone and call.

More on email

- Make your subject line match the email
- Don't 'reply all' all the time; do they all need to know?
- Don't over use 'urgent' or 'read receipt'
- Don't forward others' messages without permission

What Should I do when I have an ethical dilemma?

You are not alone

- The first thing to do when you encounter a dilemma is consult!
- Don't feel as though you are on a limb all alone... this is one of the bonuses of working for a large agency.
- Take a look at Section L of the CRCC Code of Ethics. L.2.e – Consult... what does that mean in Missouri?

Missouri Ethics resources

- Colleague to Colleague level
- Consult with Supervisor
- Supervisor may consult with your Coordinators, Tim Gaines.
- Tim Gaines will consultation with Attorney Kris Morrow as well.
- Remember, don't start the process using a sledge hammer to squash a mosquito. Get objective colleagues to assist.

Questions Now or Later

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Feel free to contact me any time
to talk about questions you
have about this presentation.

Thanks so much for your
attention today!

