

**Preamble**

The Canadian Association for Social Work Education (CASWE) Standards for Accreditation (May, 2012) state that:

The academic unit has a policy regarding ethical use of all forms of social media to ensure the privacy, confidentiality, and interests of the academic unit and its field practicum community and demonstrates how the policy and procedures are consistent with the relevant human rights legislation, with the mission of CASWE- ACFTS, and with the mission of the academic unit concerned.

As various forms of social media become commonplace in educational, employment and other settings, the Faculty recognizes the need to establish guidelines that protect Faculty members, students and those with whom we work from negative consequences.

These guidelines must respect freedom of expression and freedom from harassment, as enshrined in relevant human rights legislation. They must be consistent with the Canadian Association of Social Workers' (CASW) Code of Ethics and maintain academic freedom and respectful learning environments as specified in the CASWE, Faculty and University mission statements.

**Policy Statement**

The Faculty of Social Work adheres to the CASW Code of Ethics, which outlines the core social work values as:

- Respect for the inherent dignity and worth of persons
- Pursuit of Social justice
- Service to humanity
- Integrity of professional practice
- Confidentiality of professional practice
- Competence of professional practice

The Faculty values academic freedom and freedom of inquiry and freedom of expression as pillars of social work education and also acknowledges the right of every individual to be free from harassment, discrimination and oppression. The Faculty of Social Work recognizes the growing importance of social media and is committed to supporting their ethical and responsible use.

Members of the Faculty of Social Work Community are responsible and accountable for their actions and statements.

The guidelines contained in this document are intended to help in making appropriate professional decisions about communication in classrooms and through blogs, websites, wikis, twitter and other forms of social media. The use of unfounded or derogatory statements or misrepresentation is prohibited by the Faculty of Social Work and associated field agencies and may be subject to examination under several University of Manitoba policies related to student discipline, professional unsuitability, sexual harassment, or respectful work and learning environments.

These policies and guidelines refer to the Faculty of Social Work and its associated field agencies and are not intended to infringe upon your personal rights and freedoms.

### **Guidelines for the Use of Social Media**

The content of publically accessible communications shall be consistent with the values specified in the CASW Code of Ethics and be in compliance with *The Freedom of Information and Protection of Privacy Act* (FIPPA) and *The Personal Health Information Act* (PHIA).

The Faculty values and encourages freedom of expression and critical debate and does not support the use of inflammatory, libellous or disrespectful language. Further, harassment and behaviour that create a hostile work or learning environment run contrary to the University's fundamental values, as reflected in the *Respectful work and Learning Environment Policy* (June 22, 2004).

The Faculty encourages communication that is accurate and based on reasoned engagement with professional and scholarly knowledge. Postings should be treated as public documents and, therefore, professionalism is highly recommended. Always keep in mind that interaction through social media can result in anyone forming opinions about the Faculty, a field setting, employees, clients, students or the author of the posting.

Communications that mention the Faculty of Social Work, field agencies, employees, students or clients must identify that the views expressed are those of the author and not the views of the Faculty of other members of its community. Under no circumstances should information that is confidential, pertaining to the Faculty, practicum agency, clients or colleagues be shared. Keep in mind that many factors can lead to the identification of a client, especially to those who know her or him. Confidentiality must be strictly observed, as specified in the CASW Code of Ethics and the faculty's confidentiality policy.

The following guidelines for social media interactions with current and past clients are based on general best practices. The Faculty recognizes that

circumstances can vary and encourages consultation with your field instructor, advisor or field liaison.

- Do not “friend” clients or accept requests to be “friended” from current or previous clients.
- Do not use messaging websites such as Twitter or Facebook to contact clients or to respond to clients.
- Use your professional email address to communicate with clients.
- Use caution when discussing your work or studies with clients.
- Remember that all email communication are retained in the logs of your and your clients’ internet providers.
- Remember that clients can access information that you provide about yourself on websites.