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# Making connections between practitioner's personal use of social media and social work practice

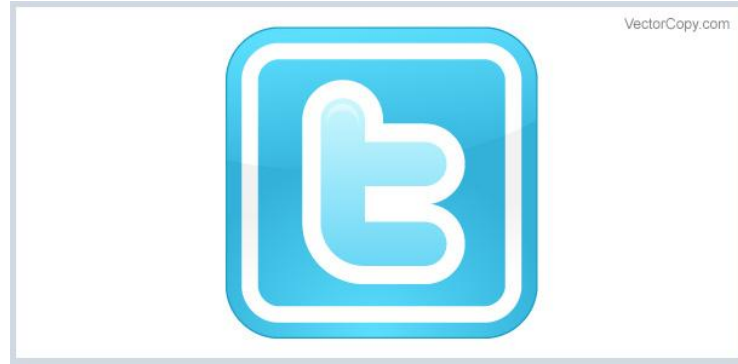
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# Introduction



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## “Networked individualism”

- Wellman et al., (2006) – a move from long term loyalties based on co-located family and friends towards fluid and dispersed networks

*“After a millennia as creatures who engage in social interaction face to face, the ability to communicate across distance at very high speeds disrupts social understandings that are burned deep into our collective conscience”.*

(Baym, 2010 p.10)



# Key characteristics of social media

- Enables living between two places the online and offline world (Turkle, 2006)
- Multiple personas (Baym, 2010)
  - Devon County Council Social Media Guidance
  - BASW Social Media Policy
- communication via social media enables ongoing connectedness to social networks of friends, family and acquaintances (Jamieson, 2013)
- Goffman (1963) impression management



# Key characteristics of social media

- Synchronous and Asynchronous communication
  - positives e.g. always connected and minimal delay
  - negatives e.g. Facebook “Wall” (MacDonald, Sohn and Ellis, 2010)
  - online persona is essentially ‘coarser’ and therefore too easy to misinterpret (boyd, 2007 p.12)
- Does not tend to rely upon the age old visual and auditory cues
- Networked publics (boyd and Marwick, 2008, 2009, 2011 p.7) *“an imagined community that emerges as a result of people, technology and practice”*



# Key characteristics of social media

- Networked publics
  - persistence
  - replicability
  - scalability
  - searchability

(boyd, 2007)



# Social work and social media



“A self confessed social media addict” (Community Care, November 2010)

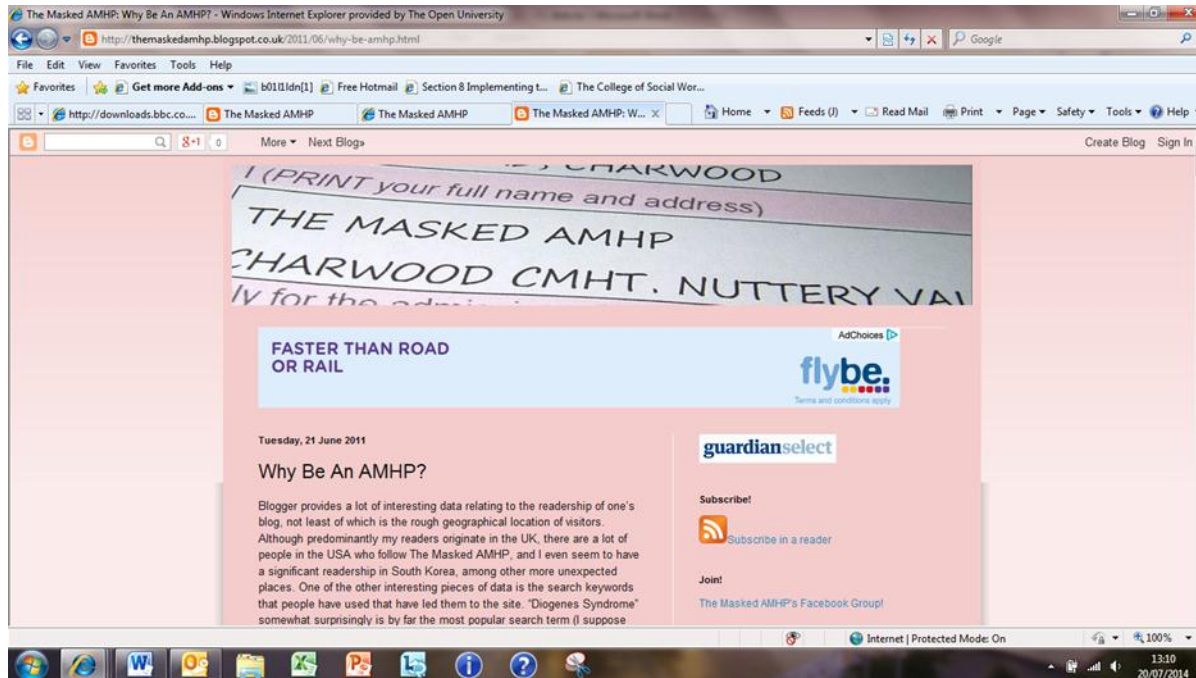




# Social media and social work

## The Masked AMPH

<http://themaskeamph.blogspot.co.uk/>





# Social media and social work

## Guerilla Policy

<http://www.guerillapolicy.org/author/the-masked-amhp/>





# Social media and social work



*“In guerilla policy, experience and expertise are valued above the elegance of an argument. Guerilla policy is non-partisan and non-ideological. People matter more than theories.”*



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# Social media and social work


5 reasons Why Social Workers should use Social Media | Connecting Social Care and Social Media - Windows Internet Explorer

http://shelleyes.wordpress.com/2011/10/25/5-reasons-why-social-workers-should-use-social-media/

## Connecting Social Care and Social Media

Sharing resources to promote the use of Social Media in Social Care

HOME ABOUT



Search:

Twitter chats are booming [Running a socialcare event? Share your # with #socialcare](#)

CONTRIBUTORS

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- Hervé a cherd
- Erny
- Can Social Media be taught?

### 5 reasons Why Social Workers should use Social Media

Posted on 23/10/2011 by Emily I & Comments

Firstly, thanks to Shirley for setting up this site. It looks like an exciting space to share information about using social media for people in the social care sector.

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SWSCmedia @SWSCmedia Jul 20  
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Advanced Social Work Practice Network | LinkedIn - Windows Internet Explorer provided by The Open University

http://www.linkedin.com/groups/Advanced-Social-Work-Practice-Network-263956/about

Advanced Social Work Practice Network | LinkedIn

What is LinkedIn? Join Today Sign In

3,317 members [Join](#)

Group Profile

Private group. To request membership, click Join and your request will be reviewed by the group manager.

The Advanced Social Work Practice Network (ASWPN) seeks to support advanced practitioners in social work and advocates on their behalf. Associates of the network wish to share good practice, enhance opportunities for the continuing professional development of advanced practitioners and to provide a collective voice for the professional leadership of social work in the UK.

The ASWPN aims to:

- Facilitate employers to become learning organisations which recognise the value of advanced practice for promoting excellence in social work.
- Encourage employers to support Continuing Professional Development opportunities at advanced level
- Engage employers and other stakeholders in the training needs of their advanced social work practitioners and the development of advanced level CPD programmes
- Advocate for improved funding structures for Post Qualifying (PQ) education in general, and the higher level awards in particular, to support the professional development of advanced practitioners
- Support the development of advanced practice positions such as Consultant Social Workers, particularly in the new Children's Trusts and health and social care partnerships.
- Develop the research capacity of advanced social work practitioners through partnerships with the Social Care Institute for Excellence, Research in Practice and Making Research Count to embed research and advanced practice in social work.
- Promote the recommendations of the Social Work Task Force, the children and adults workforce development agenda, the Social Work Reform Board, and innovative policy initiatives including Every Child Matters and Transforming Adult Social Care.

People Also Explored

- Social Work Network
- NPSW NETWORK OF PROFESSIONAL SOCIAL WORKERS NPSW
- NASW National Association of Social Workers
- Positive Social Work

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# Broad issues for social work

- Conflict of interest
- Privacy
- Confidentiality
- Consent

# Theoretical explanations

- Technological determinism i.e. technology acting as an external agent (Fischer, 1992)
- Social construction of technology i.e. identifies the individual in the use of technology (Baym, 2010)
- social shaping of technology (MacKenzie and Wajcman, 1985 and Williams and Edge, 1996)





# Social work ethics and values



After a short break, Adrian tells the group about another issue one of his team sought advice about...

← RESTART

Sam has been working with a young service user called Lucy. Well Sam came to me with the following situation.

You know I've been trying to work with Lucy, it's been difficult because she has a history of not engaging with workers. Well, I got a friend request from her to my personal social media account.

I hope Sam accepts my friend request. I told her I find it easier to talk this way.

→

**Learn about social media by resolving life like ethical social work dilemmas.**



# Social work ethics and values



*“viewed as through a kaleidoscope, paying heed to the varying configurations that manifest themselves” (Reamer, 2012 p.15).*

This kaleidoscope encompasses critical issues such as commitment to service users, privacy, informed consent, confidentiality, as well as self-determinism and paternalism.





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## Closing remarks

- Domestication of technology (Baym, 2010)



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