

ADVENTURES IN CYBERSPACE



VR Issues in using Cyberspace

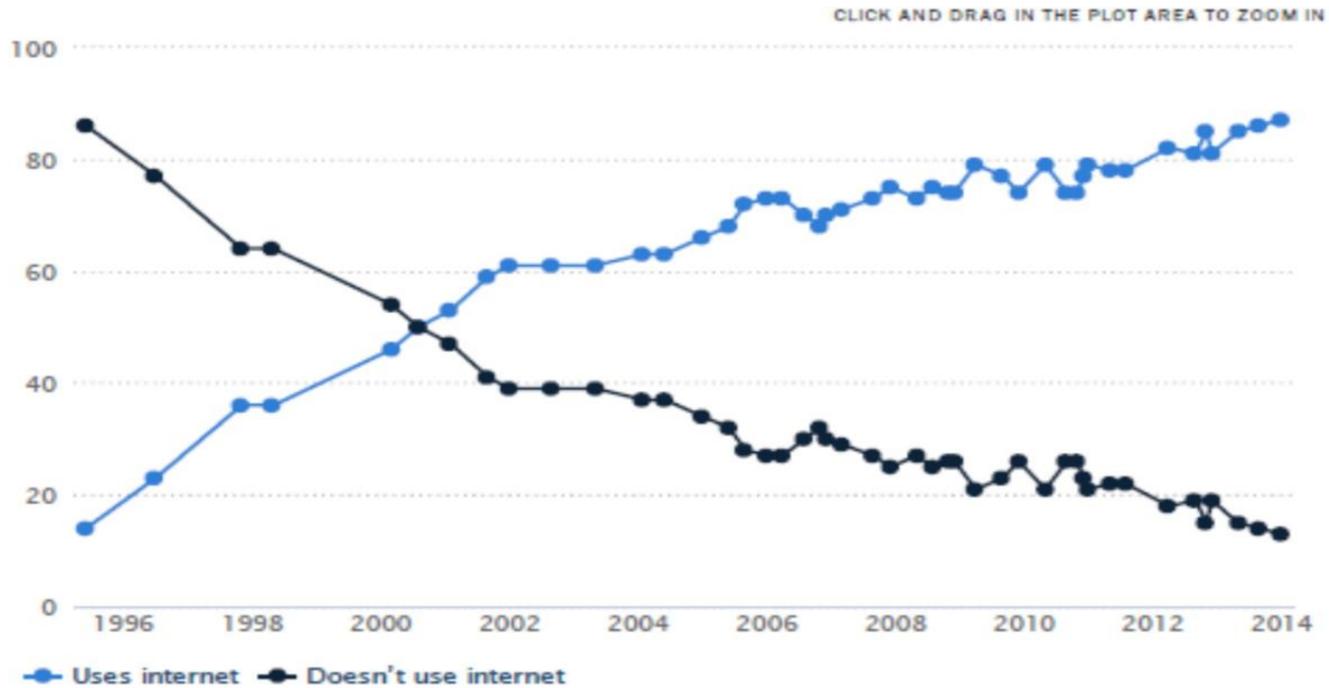
- ▶ Assisting Clients in obtaining Employment
- ▶ Training/Orienting Clients in advantage/pitfalls of using Cyberspace for networking, obtaining employment and maintaining employment
- ▶ Counseling using the Internet
- ▶ Ethical issues

Internet Use Over Time

According to our September 2013 survey, 86% of American adults use the internet, up from 14% in 1995.

CHART

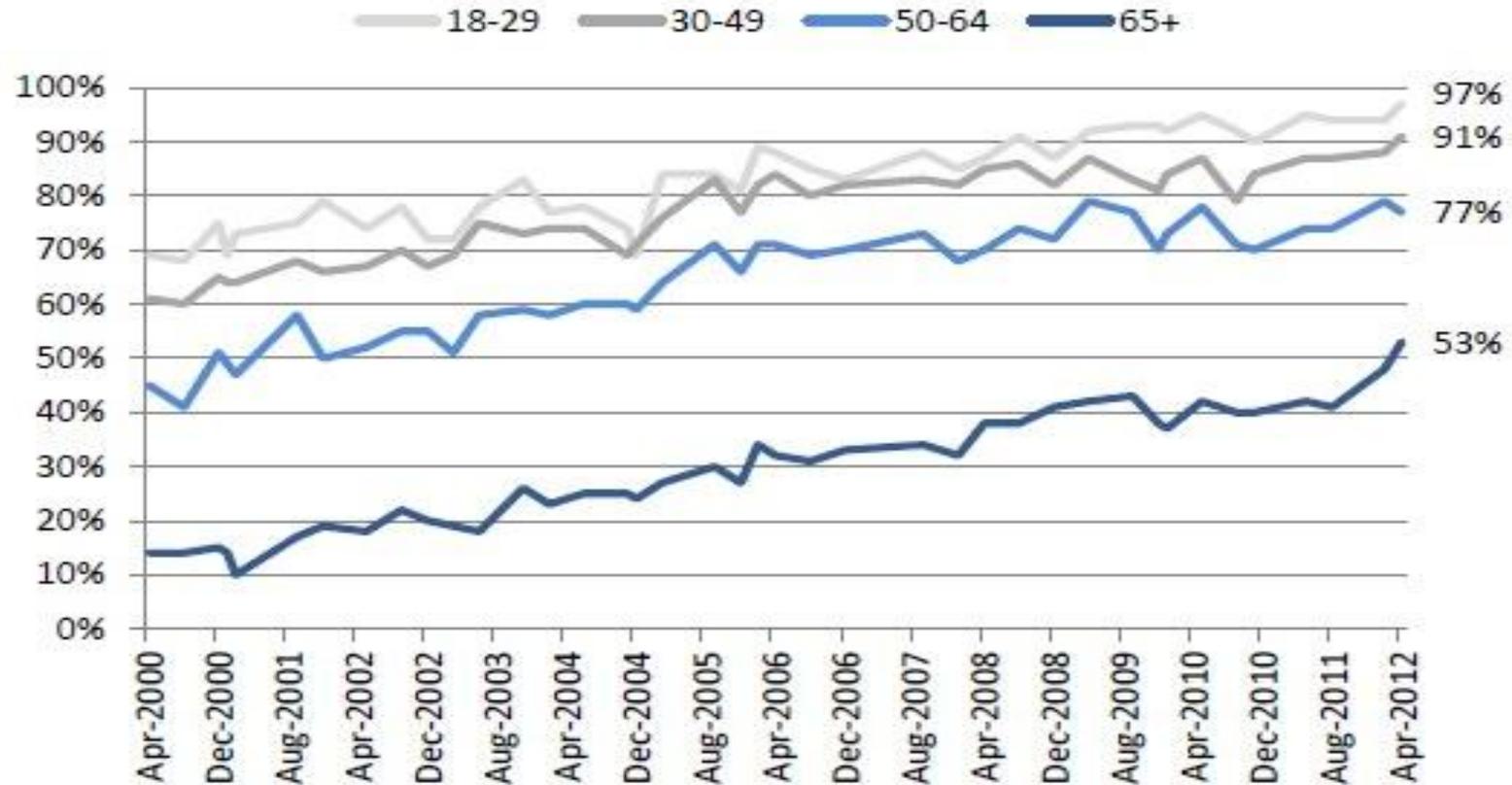
DATA



PEW RESEARCH CENTER

Internet use by age group, 2000-2012

% of American adults age 18+ who use the internet

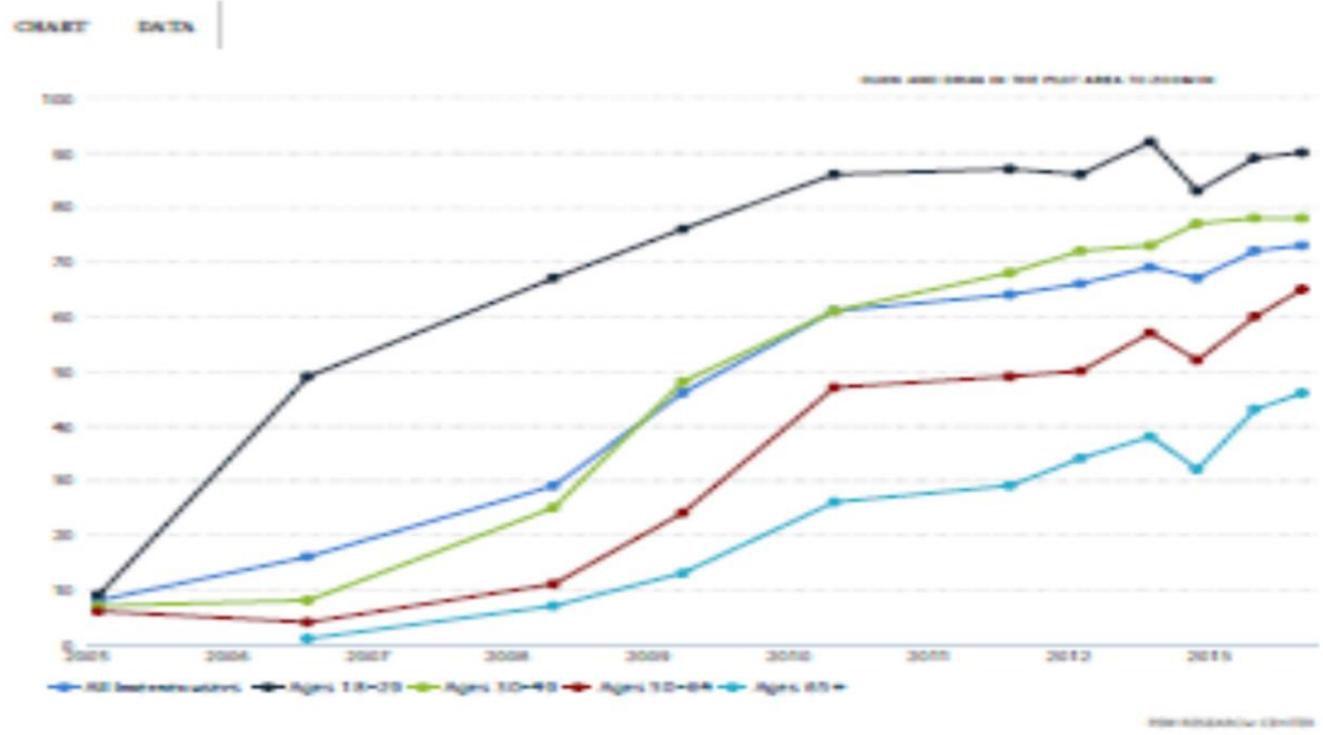


Source: Pew Internet & American Life Project Surveys, April 2000-April 2012.

More: <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>

Social Media Use by Age Group Over Time

The percentage of online adults who use social networking sites has steadily risen. As of September 2015, 72% of all online adults use social networking sites. For adults ages 18-29, 90% of them use social networking sites. For adults ages 30-49, 78% of them do. For adults ages 50-64, 65% of them do, and for adults ages 65+, 46% of them use social networking sites. For more detailed information, refer to our social networking fact sheet (<http://www.pewresearch.org/fact-sheet/social-networking-fact-sheet/>).



Cyberspace and Employment

- ▶ 96% of Employers report using Social Media to recruit employee
- ▶ 43% of Employers report the use of Social Media has improved the quality of potential employee recruits
- ▶ In Recruiting new employees:
 - 96% of Employers used Indeed
 - 66% of Employers used Facebook
 - 54% of Employers used Twitter

Advantages of Using Cyberspace when seeking employment

- ▶ If used properly allows client to control the type of information an employer may see
- ▶ Helps to promote/focus clients abilities as opposed to limitations
- ▶ Professional profile, cyber presence can give a client with a disability an advantage

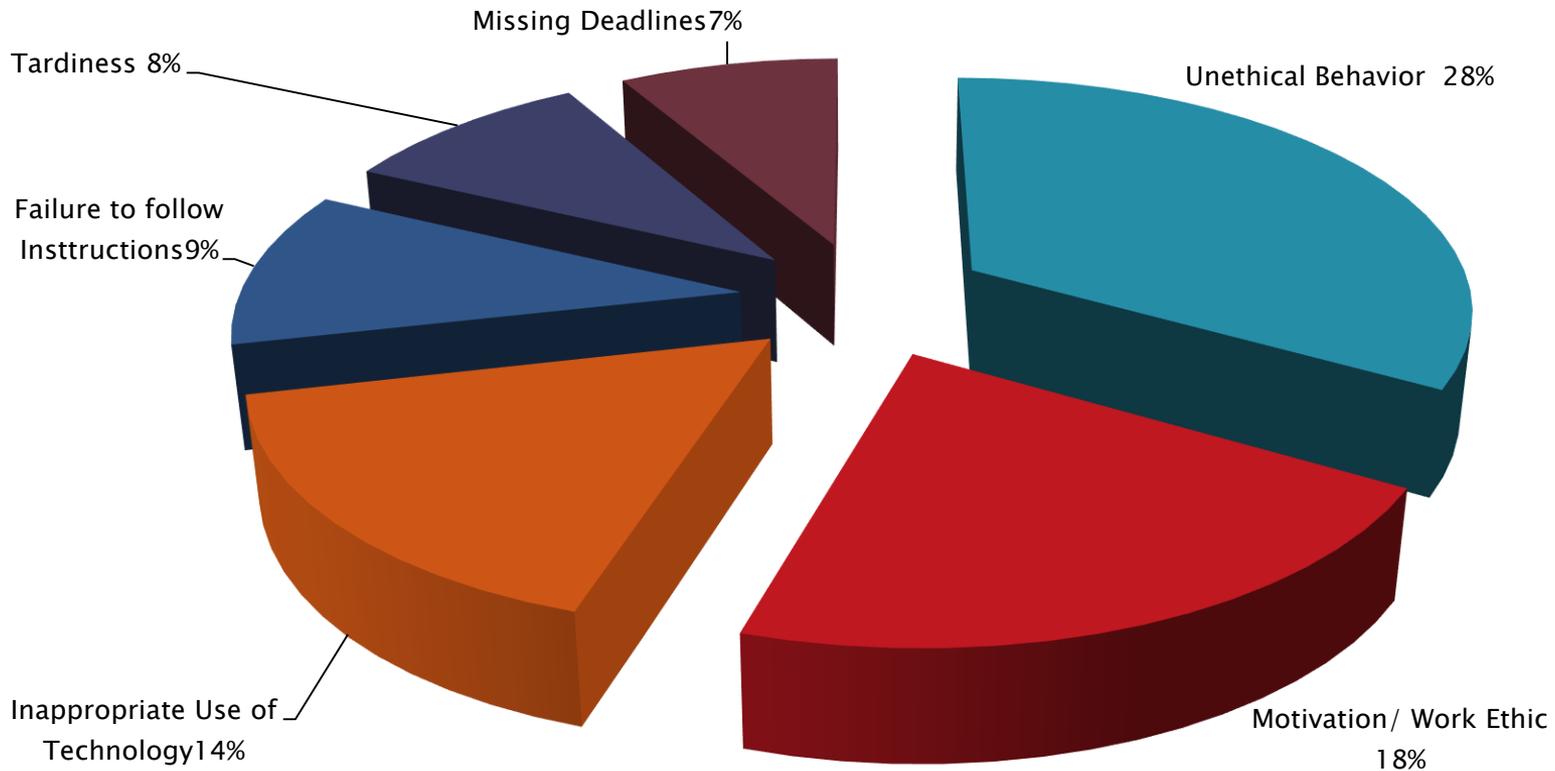
Using Social Media to obtain Employment

- ▶ Tell clients to clean up profiles–pictures, posts, comments, names, likes
- ▶ Check security setting–open, friends of friends, friends only
- ▶ Liking employer facebook pages
- ▶ Following employer twitter and content–follow, reply, retweet
- ▶ Linked in profile is consistent with resume, be careful with importing emails to profile, get recommendations

Post Placement–Once Employed

- ▶ Discuss with client's that once they have obtained employment that still need to properly maintain their social media presence.
- ▶ Improper use of technology is the 3rd most common reason cited for new hires to be fired.
- ▶ Business' are very concerned with their cyber presence and their employees profile can be considered a reflection

Top 6 Reasons New Hires are Fired



CERI Research Brief 1-2007

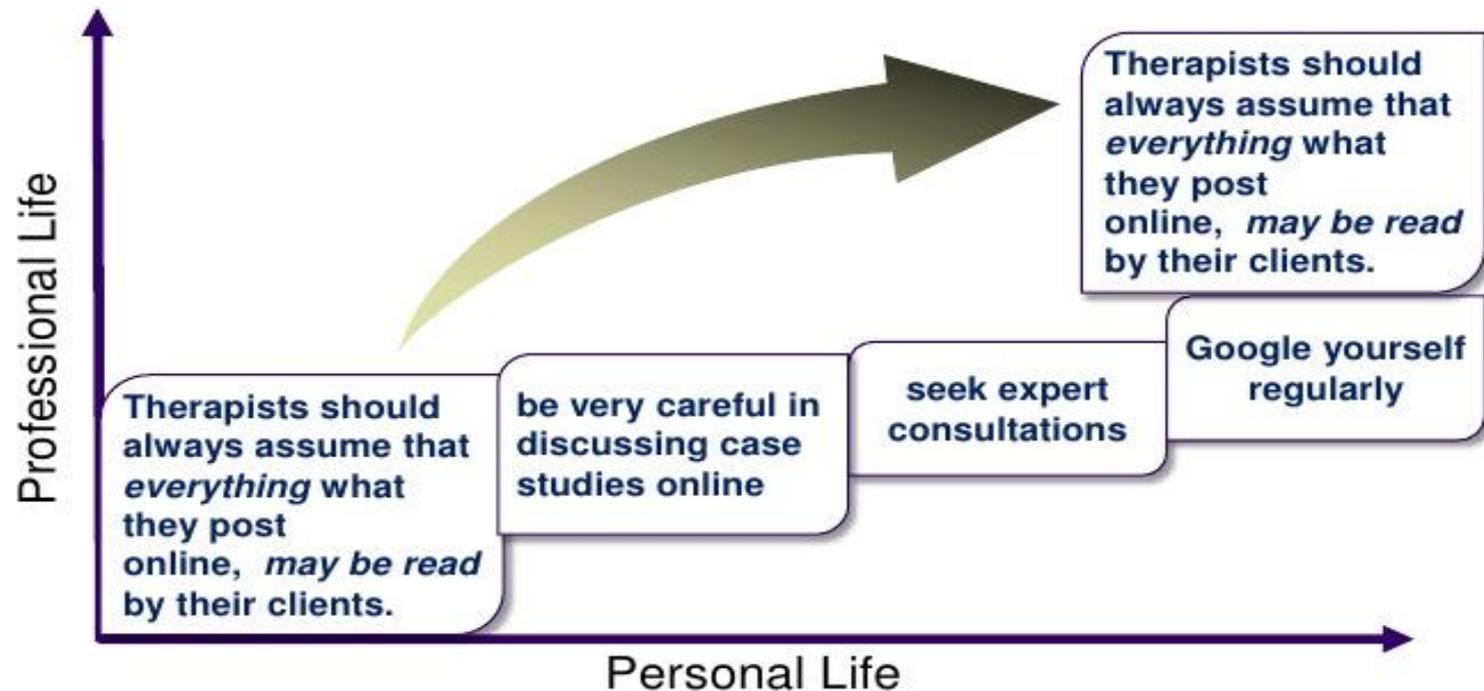
Moving Up or Moving Out Michigan State University

Dr. Amy Vercillo LRC, CRC, CDMS

Ethical Issues

- ▶ Dual Relationships—to friend or not
- ▶ Online Counseling and Support
- ▶ Confidentiality and Technology
- ▶ Cultural/Political/Social Issues Issues
- ▶ Competence –CRCC Code of Ethics
- ▶ Technology Issues– CRCC Code of Ethics
- ▶ Social Media Guidelines CRCC

General Guidelines Regarding Internet Transparency



Telecomtoolbox

<http://www.telecomtoolbox.org/>

telecom
toolbox



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Telecom Tools



Telecommunication Issues to Consider



Assessing Counselor Readiness



Exploring Consumer Preference



Structuring An Email Relationship



Enhancing Online Communication

A Resource for Vocational Rehabilitation (VR) Counselors

[AAA](#) Text Size

The Telecom Toolbox was designed to increase VR counselor capacity to use online communication methods. While the Toolbox focuses primarily on email communication between the consumer and counselor, it also includes tips for using social media and video conferencing. In addition, the Toolbox provides links to external resources addressing telecommunication in counseling practice. Explore the Telecom Toolbox using the navigation bar to the left.

After exploring the site, we hope you will leave us your feedback by visiting the "contact us" portion of this website. The TelecomToolbox was developed as a resource for counselors, and the best way to shape and improve it is to get user feedback.

Thank you.

Telecomtoolbox

<http://www.telecomtoolbox.org/>

This website was developed by staff at the Research and Training Center on Disability in Rural Communities ([RTC:Rural](#)) at the [University of Montana Rural Institute](#). RTC:Rural is funded by the National Institute on Disability and Rehabilitation Research (NIDRR) to improve the ability of persons with disabilities to live independently in rural America.

RTC:Rural: Organizes and implements a comprehensive, integrated program of research and training.

- Produces cost-effective, replicable "social technologies" for solving rural community problems.
- Develops rural community infrastructure to enhance the opportunities for people with disabilities to achieve their own goals, while leading healthy and independent lives.
- Integrates disability into the agenda of agencies, organizations, and programs that address broad issues.
- Represents rural issues to agencies, organizations, and programs addressing disability issues.
- Advances the science of rural disability and rehabilitation.

Telecomtoolbox

-  Telecommunication Issues to Consider
-  Assessing Counselor Readiness
-  Evaluating Email Communication
-  Confidentiality Overview
-  Developing an Informed Consent Form
-  Reducing Risks to Security
-  Creating Strong Passwords
-  Sending Sensitive Data
-  Saving Sensitive Data
-  Exploring Consumer Preference
-  Structuring An Email Relationship
-  Enhancing Online Communication
-  Removing Sensitive Data
-  Social Media
-  Video Communication
-  Advanced Topics
-  Text Messaging
-  More Future Topics

CRCC Code of Ethics

D.1. PROFESSIONAL COMPETENCE

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- a. **BOUNDARIES OF COMPETENCE.** Rehabilitation counselors practice only within the boundaries of their competence, based on their education, training, supervised experience, professional credentials, and appropriate professional experience. Rehabilitation counselors do not misrepresent their role or competence to clients.
- b. **NEW SPECIALTY AREAS OF PRACTICE.** Rehabilitation counselors practice in specialty areas new to them only after having obtained appropriate education, training, and supervised experience. While developing skills in new specialty areas, rehabilitation counselors take steps to ensure the competence of their work and to protect clients from possible harm.

Commission on Rehabilitation Counselor Certification. (2009).
Code of professional ethics for rehabilitation counselors.

CRCC Code of Ethics

SECTION J: TECHNOLOGY & DISTANCE COUNSELING

J.1. BEHAVIOR AND IDENTIFICATION

- 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).
- 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.
- 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.

Commission on Rehabilitation Counselor Certification. (2009).
Code of professional ethics for rehabilitation counselors.

CRCC Code of Ethics

SECTION J: TECHNOLOGY & DISTANCE COUNSELING

J.2. ACCESSIBILITY

- a. **DETERMINING CLIENT CAPABILITIES.** When providing technology–assisted services, rehabilitation counselors determine that clients are functionally and linguistically capable of using the application and that the technology is appropriate for the needs of clients. Rehabilitation counselors verify that clients understand the purpose and operation of technology applications and follow–up with clients to correct possible misconceptions, discover appropriate use, and assess subsequent steps.
- b. **ACCESSING TECHNOLOGY.** Based on functional, linguistic, or cultural needs of clients, rehabilitation counselors guide clients in obtaining reasonable access to pertinent applications when providing technology–assisted services

Commission on Rehabilitation Counselor Certification. (2009).
Code of professional ethics for rehabilitation counselors.

CRCC SOCIAL MEDIA GUIDELINES

http://www.crc certification.com/pages/social_media_policy/254.php

Disclose

Be honest: Your honesty—or dishonesty—will be quickly noticed in the social media environment.

Be professional and ethical, use good judgment, and be accurate and honest in your communications.

Be transparent: Write in the first person. Use your real name, identify that you are a CRC and be clear about your role. Never impersonate someone else, or purposefully obscure your credentialed identity.

Where your credential is apparent, whether within a professional or personal social media presence, make it clear that you are speaking for yourself and not on behalf of CRCC. In those circumstances, you should include a disclaimer such as:

“The views expressed on this [blog; website] are my own and do not reflect the views of CRCC.” consider adding this language in an “About me” section of your blog or social media profile.

Be truthful: If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.

Always disclose if you’ve received something in exchange for a review of a product or service

Be yourself: You are responsible for the content you post. Stick to your area of expertise. Write what you know. Build your own reputation. Care about what you are talking about. If you publish information outside of your credentialed scope of practice or expertise, use a disclaimer such as: “The postings on this site/platform are my own and don’t represent CRCC’s positions, values, or opinions.”

CRCC SOCIAL MEDIA GUIDELINES

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Protect

Don't tell secrets: Make sure that you do not violate your client's, your employer's, or CRCC's

confidentiality or ethical and legal guidelines—or your own privacy.

Know the laws and don't break them. Do not divulge or discuss proprietary information, internal company documents, any content under a non-disclosure agreement, or other confidential material. Remember, if you're online, you're on the record—everything on the Internet is public and searchable.

Respect CRCC: Honor CRCC's brand identity, trademark, copyright, fair use, and trade secrets. If it gives you pause ... pause rather than publish.

Give credit: Always cite when quoting someone else and/or using an information source.

Consider using a link to the original source. Never use copyrighted material, including images, without permission.

Play nicely: Be respectful of fellow credentialed professionals, CRCC, and other professional organizations. Anything you publish must be true and not misleading. Refrain from making any claims you cannot substantiate.

Share with caution: We believe in sharing and linking to the best content from all over the web. A link is not an endorsement, so link if you feel it is worthwhile to your colleagues and friends. But do be careful—once you hit "share," you usually can't get it back.

CRCC SOCIAL MEDIA GUIDELINES

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Use Common Sense

Follow policies: Follow all applicable CRCC policies and codes.

Obey the law: Don't post any information or conduct any online activity that may violate applicable local, state, or federal laws or regulations.

Do us proud: Perception is reality and in online social networks, the lines between public and private, personal and professional, are blurred. Just by identifying yourself as a credentialed professional, you are creating perceptions about your expertise and about CRCC.

Add value: Among countless words available, make yours helpful, insightful, and thought provoking. Build community by posting content that invites responses—then stay engaged. Consider broadening the dialogue by citing others who are writing about the same topic and allowing your content to be shared.

Fix mistakes: If you make a mistake, admit it quickly. Be upfront and be quick with your correction. If you are posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

CRCC SOCIAL MEDIA GUIDELINES

http://www.crccertification.com/pages/social_media_policy/254.php

POLICY INFRACTIONS AND DUE PROCESS

We expect all who participate in social media on behalf that are CRC's to understand and to follow this Social Media Policy.

Failure to do so may put your future participation at risk.

If, for any reason, an incident occurs that violates the policy, we expect you to bring the issue to our attention immediately so that we can work together towards a resolution.

CRCC monitors social media related to our organization including the activities of our certificants.

Inappropriate behavior:

We will address on an individual, as-needed basis.

False or misleading statements:

We will contact you for correction. If you are found to repetitively make inaccurate statements about CRCC, its credentials, or its products/services, we may discontinue our relationship with you.

Possible discontinuation of participation:

For all infractions resulting in the possible discontinuation of future social media participation, the alleged violator will be informed of the allegations and given the opportunity to respond to the allegations.

Social Media Guidelines for Counselors

- ▶ Provide a written social media policy and consent form that clients must sign
- ▶ Use privacy settings on social media accounts whenever possible
- ▶ Check with state licensing board to stay current on rules and regulations
- ▶ Have separate social media accounts for your professional and private life