

# Digital

# Professionalism

The competence or skill expected of  
a professional when engaged in  
social and digital communication

ETBI Congress

BernadetteJohn@kcl.ac.uk

Centre for TEL,

King's College London

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Eric Qualman 32013,  
The power of social media

# Digital Professionalism

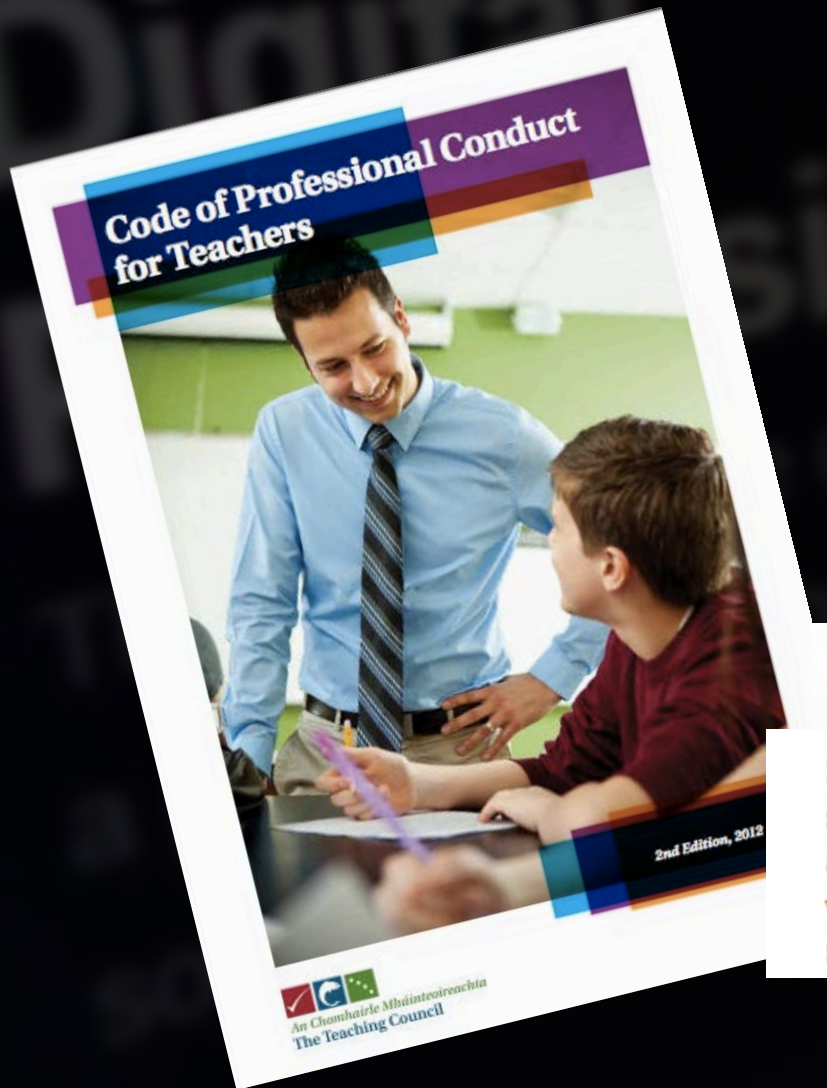
The competence or skill expected of a professional when engaged in social and digital communication

(amended from Oxford English Dictionary definition of Professionalism)

# Challenges presented by Social Media

- Confusion about the extent to which information is private
- Ease with which information can be broadcast
- Informality of social networking – can be quite easy to fall foul of defamation laws or act “unprofessionally”
- Personal & professional boundaries can be rendered porous (J Shreather, BMA 2011)

# CODE OF CONDUCT



## 3. Professional Conduct

3.7. ensure that any communication with pupils/ students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as e-mail, texting and social networking sites

# Social media for education risks and opportunities

## FACEBOOK GUIDE FOR EDUCATORS

A tool for teaching and learning



### The Edublogger

Tips, tricks, and help for educators and bloggers using technology

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## The Why and How of Using Facebook For Educators – No Need to be Friends At All!

Posted on May 11, 2011 by Ronnie Burt — 74 Comments ↓

If you are one of those out there that believe that Facebook has no place in the classroom, then, well maybe this post isn't for you. But please first take a look at just a few reasons why you should reconsider:

1. The fact is, **the majority of your students** and their parents are probably already on Facebook
2. Even when schools have a policy against being "friends" online, there are ways you can use that won't violate policy
3. **Despite what you may hear**, there are strong privacy options that you can use so only those that you want can access your information
4. We have an obligation as educators to model appropriate online behavior and learn right along our students

The results of a recent Babson survey show that:



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## NHS-HE Connectivity Project

### Web 2.0 and Social Media in Education and Research

eLearning Lead, University of Dundee, College of Medicine, Dentistry, Nursing and Midwifery  
Natalie Lafferty  
NHS-HE Connectivity Best Practice Working Group of the NHS-HE Forum

# How social media is being used

Mishandling of a social media crisis

Digital

Professionalism

The law students' rights to free speech,  
poorly understood by educators



# DIGITAL PROFESSIONALISM

– an essential digital literacy

# Digital Footprints

A Digital Footprint is of interest to;

- You personally
- Your Profession
- Your Employer
- Your Students

# You Personally

How your social media profile can  
affect your personal life

Your Profession

Teachers warned about befriending  
students on Facebook

# Your Students

Images of teachers on social media

Your Employer

Digital

Professionalism

Headteacher mocks child's mother on Facebook

The controversy surrounding a headteacher's Facebook post mocking a child's mother has sparked a national debate on digital professionalism in the workplace.

It's not exactly enough to congratulate the writer for stating an obvious point which in truth might bear little validity.

There is pretty much no debate being stirred, merely individuals striking down this largely problematic article, not because they are in 'self-denial' as you suggest, merely because this article is weak. Drug use obviously has a negative side but this article illustrates the point poorly, using anecdotes, ignoring facts and making claims without a sound basis.

^ | v Reply Share



[Redacted] · 14 hours ago



Haha! I have taken MDMA maybe 5 times over the past two years, and smoke weed very occasionally. My comment is not 'self-denial' in any way. I simply disagrees with the author, as she seems very narrow minded and it that what somewhat hypocritical.

^ | v Reply Share



[Redacted] · 16 minutes ago



You will be Googled!

- What will an employer find in 12 months?
- What will a student/parent find in 5 years?
- What will your mother in law find in 10 years?



# Think about your career



Department of Health

## Digital Health

Digital guidance and best practice for the health and care system

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[Home](#) > [Digital strategy](#) > [Case studies](#) > [Case study: Influencer mapping](#)

### Case study: Influencer mapping

To understand how its work is perceived and to help it target its activity most effectively, the department needs to know who is discussing its work and policy priorities, and who the most influential voices are.



For example, by analysing the relative influence of individuals and organisations on Twitter, rather than simply looking at volumes of followers or numbers of retweets, the department builds a clearer picture of which commentators on any specific subject have the most impact.

The department has conducted online influencer mapping work for each of the Secretary of State's priority policy areas to help understand who the most credible and influential voices are for each subject and in which channels their

Digital

Professionalism

Facebook Resume

The concept of digital professionalism is a professional who uses digital communication tools and digital communication to enhance their professional image and reputation.

# Your digital profile - an asset

NASA Astronaut Recruits Asked to  
show their Twitter Flair