

Impact of Social Media Discussion Handout

The following can be used in its entirety or only certain case studies can be selected for discussion. This handout can be distributed to the participants to serve as a guide for the discussion and for making notes.

Case Study #1	An intern applicant posted negative remarks on Facebook about an internship for which she had applied. The negative comments were focused on the policy for professional dress as an intern. After the director saw the comment, the student was not selected for the internship.
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
	Indicate the Category for the Code of Ethics
	Indicate the Principle(s) of the Code of Ethics
	What key points should be considered?

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Case Study #2	Employee posted negative comments about job regarding the cleanliness of the foodservice department and the impact on patient health on Facebook and was terminated.
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
	Indicate the Category for the Code of Ethics
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Case Study #3	An internship director is reviewing applications for next year's class. Is it legal or ethical to look at an applicant's public Facebook or Twitter page and use information s/he finds there in making her/his decision?
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
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Case Study #4	A department director is interviewing several well-qualified candidates for an RD position in a large wellness program. The position will require good oral and written skills in dealing with the public and media. A colleague mentions she is a Facebook friend of one of the applicants. Would it be okay for the director to ask the colleague to view the applicant's personal Facebook page?
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
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Case Study #5	An RD consultant receives a free package of cereal in the mail from a cereal company for which she serves as a consultant. The RD consultant writes a blog about this cereal's health benefits for her personal web site, where she has listed all her current clients on the "About Me" page. Does she need to disclose the free cereal she received in the blog itself?
Discussion Questions	Is the situation described an ethical issue?
	Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
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Case Study #6	Ann RD appears on a national morning show and makes a positive comment about Betty RD's client's product within the context of a larger interview. The client asks Betty RD to post the link to the interview on her social media outlets. Does Betty RD need to disclose her affiliation?
Discussion Questions	Is the situation described an ethical issue?
	Or, is it a business dispute?
	What principle(s) of the Code of Ethics does it relate to and how/why?
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Case Study #7	John RD who is employed by an acute care facility has been recommending specific products in social media and has identified himself as an employee of the institution in making these recommendations. The facility's nutrition handouts have a disclaimer that any use of brand names is for teaching purposes only and not an endorsement by the hospital. Is it ethical for the John RD to recommend specific products in social media if he is not following his employer's mandate to only recommend brand names in teaching situations?
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
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Case Study #8	Should faculty become Facebook friends with students? Some of the program faculty believe they need to monitor what students are saying on Facebook.
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
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Case Study #9	Hospital administration has received reports that many staff members are on Facebook frequently during the work day. They are concerned about the loss of employee work time and productivity as employees use work computers and time to send personal e-mails, play games, and shop, in addition to visiting social media sites. Can the hospital monitor employee Internet use at work?
Discussion Questions	Is the situation described an ethical issue? Or, is it a business dispute?
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