

The words you  become the house you live in: Exploring social media ethics as a means of training wholehearted communicators

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Definition of *social media*

: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)



<https://www.merriam-webster.com/dictionary/social%20media>

<https://makeawebsitehub.com/social-media-sites/>

Social Media Statistics for 2018

Scope + Insights

- Globally, there were over 65 social media networks
- 79% of the U.S. population had a social media profile
- 38 minutes is the average daily time spent on Facebook
- Just 5% of social media users trust the information online “a lot”

Statistica + Pew Research

Usage

- Friendships
- Romantic Relationships
- Civic and Political Activities
- Share health information
- Engage in family matters
- **Perform Job-related activities**

PewResearch

Social Media as an Occupation



<https://blog.dol.gov/2017/07/12/put-your-social-media-skills-work>

Teaching Social Media as an Occupation/work

Practical or “How-To”

- Technology
- Design
- Writing
- Analytics
- Team-work/Collaboration
- Branding

Missing “Meta-Discourses”

- What does it mean that communication is world-making?
- What does it mean to be a *professional* communicator on social media?
- What professional ethics guide this practice?

What ethical concerns do you envision about the *occupation* of social media?



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ETHICS INITIATIVE
PRINCIPLES

Integrity

Act with honesty in all situations

Trust

Build trust in all stakeholder relationships

Accountability

Accept responsibility for all decisions

Transparency

Maintain open and truthful communications

Fairness

Engage in fair competition and create equitable and just relationships

Respect

Honor the rights, freedoms, views, and property of others

Rule of Law

Comply with the spirit and intent of laws and regulations

Viability

Create long-term value for all relevant stakeholders

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My Experiences and Concerns Regarding S.M. Pedagogy & Wellness



- Social media Discourse generally celebrates a 24-7/120% commitment from professionals, in line with neoliberal work arrangements.
- Students are overwhelmed and underwhelmed around social media as work.
- They struggle to separate their emotions from their responses.
- It is challenging for some to step outside of a narrow worldview or set of preferences.

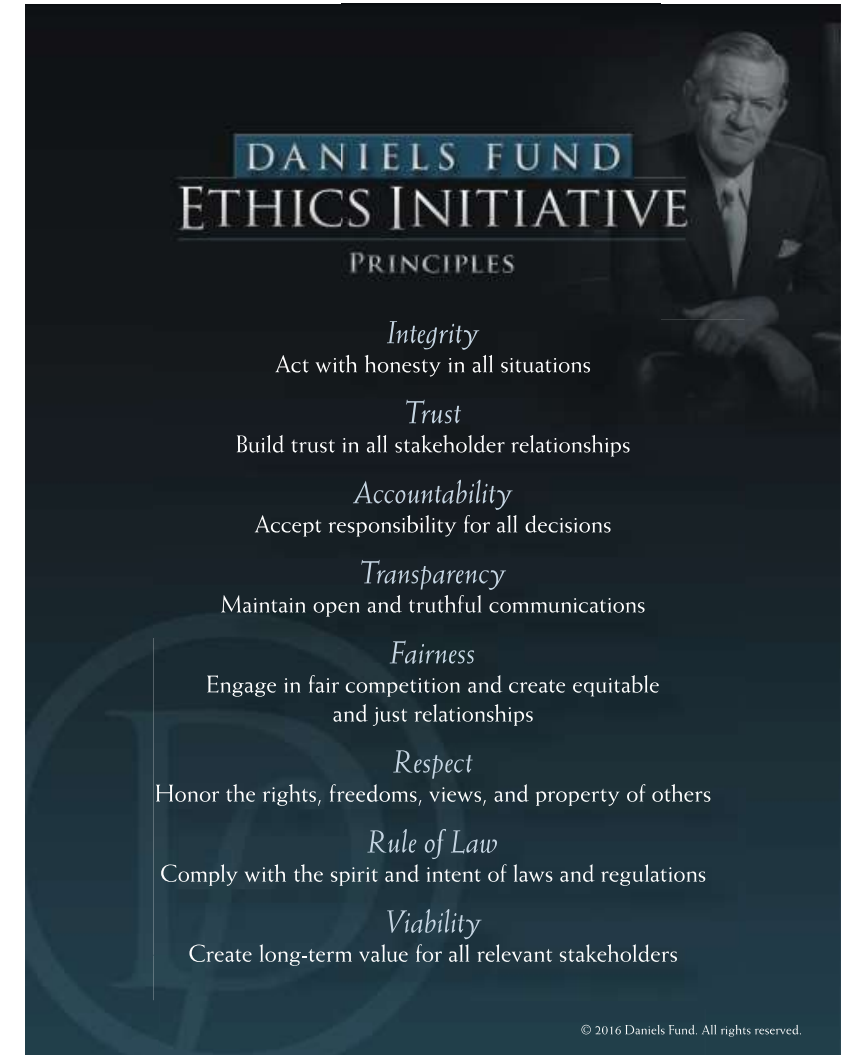
My (re)Training



How can ethics and mindfulness work together to assist professional communicators?



Photo by [Fabian Møller](#) on [Unsplash](#)



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Changing the Professional Discourse + Practices

Alternative Professional Discourses

- Communication is world-making (**Integrity**)
- Communicators' wellbeing is important and impactful (**Fairness, Respect**)
- Social media offers the potential for connection (**Trust, Accountability**)
- It is a worker's right to rest and recharge (**Viability**)

Practices: Self + Social Awareness

- Recognize relationship between my feelings and my reactions
 - Breath & Meditation
 - Two-word check-in
 - Journaling/Discussion Questions
- Mindful Listening & Mindful Sharing
 - Non-Violent Communication

Online Classroom Activity # 1: Integrity and Transparency

Eric M.
San Francisco, CA
4 friends
49 reviews

★☆☆☆☆ 9/17/2014

This place is a bad place to go if you are trying to lose weight. Their food has flavor and makes you want to eat it all. If you are on a diet, this is not the restaurant to visit. Also, if you an unhappy person, stay away, as the staff will make you smile. On a final note, you will be disappointed if you prefer to eat at a dirty, dingy, smelly or unsanitary establishment.

Was this review ...?

Useful 6 Funny 7 Cool 4

Small Group Discussion + Reflection

Breath and Check-in

- Three collective breaths
- Two-word check-in

Journaling/Reflection

1. What is going on here?
2. How do I feel about it? (i.e., two-word check in)
3. What ethical principles can I draw upon? Or, how can I embody ethics in my communication?

Non-Violent Communication as a receiver/responder

Empathically receiving how you are experienced without hearing blame or criticism

1. Observation: “When you see/hear...”
2. Feelings: “You feel...”
3. Needs: “...Because you need/value...”
4. Requests: “... Would you like...”

Marshall B. Rosenberg: www.cnvc.org

Online Classroom Activity # 2: Trust and Accountability

- Professional and occupational ethics begin with individual ethics. Your thoughts and actions play a role in how the public perceives professional communicators. It is important for every communication professional to know and demonstrate ethical competencies.
- Write a 200-word professional statement of ethics that clearly communicates how you'll 'live' or enact ethics in your professional life.



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