

Reflection: Professionalism and Social Media

(Adapted from G. Schweikert, *Winning Ways for Early Childhood Professionals: Being a supervisor*, 2014)

As a program leader, you are charged with helping staff members to succeed at their work and feel positive about their contributions to the quality of the program. Additionally, it is your job to help staff members understand and recognize the importance of professionalism in the workplace and outside the workplace. This can be difficult today given the prevalence of social media (Facebook, Twitter, Instagram, etc.). Individuals use social media to share personal information, post pictures, and discuss a variety of topics.

Write the answers to the following questions and develop a plan (collaborate with staff and seek family input) about expectations for professional behavior and use of social media with regard to the program.

1. What policies or procedures are in place regarding professional behavior?
2. What image do you have for the program?
3. How do you want the program's image portrayed to others on the installation, in the community?
4. What issues of confidentiality arise with the use of social media that involves the children, families and staff involved in the program?
5. How do we as a staff want to address professionalism when using social media?