Social Media and the Modern Impact of Informatics

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Social media has emerged in various fields as a potential aid for innovations. Use of social media provides affordability as well as accessibility. Though, implementation of apt laws to combat privacy and threat challenges have become essential too.

**Section I**

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**Policies**

The use of social media involves a major risk of posting unprofessional and inappropriate content on social media.it can reflect poorly on the health care professionals, students and associated institutions (Peck, 2014). To avoid undesirable situations, policies are developed. These policies should cover issues including disclosure of confidential data, discrimination, wrongful termination, harassment, harm to reputation of an organization, and efficiency.

Firstly, a ban or limit should be placed on the employee’s access to social networking site, if any issue is anticipated. Secondly, the policies should incorporate guidelines regarding patients’ privacy and ensure that all the employees are acquainted with it. The policy regarding use of organization’s official communication means and logos, should be clearly mentioned to employees. Moreover, the responsibility of an employee when witnessing inapt social media practice, should be adequately defined. It is important to ensure that all employees are aware of the fact that any information they cannot post any information on personal social media on behalf of the organization (Lambert, Barry, & Stokes, 2012).

**(ii)**

It is the prime duty of healthcare workers to look after their patients. It is their moral and lawful obligation to guard the people they have to take care of.  The patients have to face many difficulties when healthcare workers overlook their responsibilities. The health workers are accountable for their behavior with the patients. The performance and responsibility can be described as the right action that needed to be performed for their patient. In such health care professions, codes of ethics are set which have to be followed by the practitioners in order to carry out their duty. Code of ethics is a lengthy document describing the moral prospects in a comprehensive way. Many unethical behaviors are noticed regarding negligence and fraud. Let’s shed some light on the court cases which demonstrate the negative effect of unethical and immoral practices.

According to Healthcare Insurance Portability and Accountability, any personal information can be traced back to the patient must not be made public. However, in above case the pictures were public and went viral. The inappropriate behavior of the corpsman was against the legal rules. They even called the baby “mini Satan”. Nowadays, cyberbullying is one the main concerns of social media. This could result in a serious ethics problem if people started hate posting or comment hurtful ideas. Media tools are used to enhance professional education and networking, promotions, patient care and education, and public health programs (Ventola, 2014).

**Section-II**

**(ii)**

Social media posts of students and employees which also includes social justice movements, contentious videos or pictures face some strong reactions. Social media provides an opportunity to students to express their opinions dissimilar to the offline and on campus but still blurs speeches to secure the speech of the students.

Actions taken by the students or employees on the premises of campus or office building are dealt with these decisions. Currently, students deliver most of the speeches outside the premises of school. In such cases, the statements could mess up the school routine.

According to numerous medical schools in U.S., unprofessional posts are published by the students on social media sites like Facebook, MySpace and twitter. According to a new study, only a few schools have established acceptable policies which deal with such behavior of students. The school district is obliged to inform students and their parents about the social media monitoring program they commenced. Students are allowed to see the data and information collected from their social media accounts and delete the data when they turn 18 or move away from the district. If the school has not established a monitoring program for the social media of students, students does not have the right to be familiar with the information the officials and teachers have collected from their seeking on social media. Anything that is posted publicly can be seen by teachers, officials, police officers and other students.

In January 2018, a nineteen-year-old was expelled from the University of Alabama after she posted videos related to racist ranting on her Instagram account. The video was recorded and posted on twitter by another user which immediately went viral and made people furious on the campus of University of Alabama as well as all over the country. The expulsion of the students raised many questions on the constitution of terminating students for the usage of offensive speech as it is a public university.

The effect of posting unacceptable material on social media on the institutions they are affiliated with was also noticed. Many industries are still coping with such issues.

Most of the people raise question regarding freedom of speech everyone has. According to the First Amendment rights, freedom of speech provides security from the restrictions on speech implemented by the government. This does not imply that these actions do not have any consequences and does not relate to the private workers. Employers have the right to execute penalties which does not overstep the First Amendment rights of the employees.

Numerous legal complexities are introduced due to the vast use of social media. The freedom of speech, privacy rights, freedom from search and seizures are now protected by the constitutional rights applied on them. Though the rights can be defied (Peck, 2014).

**Section-III**

The inherent features of conduct of a health care organization include accreditation, quality and constant improvement. Through accreditation, a health institute is evaluated according to a set of established criteria (Klazinga N., 2000). It is granted to an organization in health care field that follows relevant standards during a location survey. Either it has effectively adopted Requirements for Improvement (RFIs) for an Evidence of Standards Compliance (ESC) submission in sixty days after publishing the Accreditation Survey Findings Report and also does not fulfil other guidelines of any other rulings. In healthcare, Accreditation, EFQLM ISO, and visitatie are considered control methods. Large number of studies agreed that quality indicators play vital role to enhance the quality of health care services when applying for accreditation (Almoajel & Arabia, 2012).

In Healthcare sector, the reimbursement is described as the expense health care Centre, diagnostic facility, doctor, or other healthcare providers obtain for providing health facilities to a patient. The cost is paid usually by the government payer or the health insurer. The patient may be held responsible of half or some of the total cost, according to the health plan. Without health care plan, the patient has to reimburse the total cost to the health care providers.

The foundation of healthcare is to provide their patients safety and security. Most of the work that defines safety of the patients and the practices that avoid maltreatment has deeply focused on the undesirable consequences of care like impermanence and sickness. Coordination and observation that lessen adversarial outcomes are more critical for the nurses. The impact of nursing care on optimistic quality signs like self-care and supplementary procedures of improved health grade is to be evaluated to a further extent (Mitchell, 2008).

For achieving the best outcomes, health informatics implements informatics theories and concepts. It also includes practices in real life circumstances for better consequences. These measures are taken by gathering, storing, examining and displaying statistics in the digital design. The improved outcomes are one of the significant ways of informatics to bring a change in health care. The coordinated teams deliver improved diagnosis and lessen the chances of mistakes and errors through which electronic media records provide better outcome in advanced quality care and safer upkeep.

The relation between these terms is that, when an organization is granted accreditation, it is eligible for reimbursements. With increased reimbursements, care quality in a health care center increases and motivates the organization to adopt procedures to improve it. Informatics play a significant role in provision of improvement of all these three features.

**Conclusion**:

No doubt social media has proven to be a powerful tool to improves our lives. However, with technological advancement, proper legislation and execution of laws is has become important. The employee of healthcare and every other organization must follow the regulations provided by the organization. Also, the students should be taught about the ethics and privacy concerns related to social media by faculty and administration (Peck, 2014). In this way, the negative effects of social media can eb avoided.

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