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## **Ethics Responsibility: Using Social Media of Social Work Practice in Thailand**

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### **Abstract**

*This study aims to develop communication guidelines for social workers using social media. Thematic analysis of documents and reviews was used as the research methodology. The importance of understanding the use of social media in social work practice and the need for guidelines to ensure professional ethics are upheld. The guidelines incorporate legal knowledge and standards, including relevant laws such as the Kingdom of Thailand 2017 Constitution and the Social Work Profession Act 2013. Emphasise the importance of digital literacy, technology literacy, and ethical communication skills to communicate with clients and multidisciplinary teams effectively. The Thailand Council of Social Work Professions has presented guidelines for public communication for social work professionals. The guidelines stress the importance of social workers considering the best interests of their clients when providing online services. e-professionalism is also essential for social workers to explore ethical considerations in the digital world.*

**Keywords:** Social Worker, Social Media, Professional.

### **Introduction**

Cultural change moves slower than technological innovation. From this statement, knowing information technology and understanding culture is essential. As coronavirus (COVID-19) outbreak has profoundly impacted social work. Moreover, it has changed how social workers provide services to clients. The pandemic has affected social careers and services such as teleservices. Social workers must adapt to provide remote assistance. They used digital technologies (IFSW, 2022), such as video conferencing and messaging. Social workers must be proficient in using digital tools.

Furthermore, one must know the risks and benefits of providing long-distance services. The pandemic has increased the demand for social services. Because many individuals and families are affected by layoffs, they face economic hardships and mental health challenges (Ministry of Social Development and Human Security, 2020). Adaptation to provide services in a rapidly changing environment and to meet the rapidly changing needs of service users. Health and safety concerns: Protect clients and social workers from spreading the virus by wearing personal protective equipment and practicing social distancing. Concern for health safety can be used in work. In addition, with the increasing use of technology in services, Social workers must use technology more than ever to communicate with clients and have all service tasks. Access information and resources that social workers should be interested in using technology. as well as being aware of the potential risks of using technology in practice, including the supervision of virtual technology accommodated to use with knowledge and protection.

Social workers should be able to understand and consider licensed social workers' professional responsibilities for using public media. (Council of Social Work Professions, 2022) Increase their understanding of using social media at all levels of social work, develop guidelines practice to enable the appropriate use of social media that ensure that all practice processes adhere to professional ethics. The Council of Social Work Professions looks at the opportunities and challenges of social media in presenting the practices and potential risks faced by social workers, service users, and youth or vulnerable groups who meet illiteracy on media and communication access.

The most vulnerable in society, such as children, elderly persons, people with disabilities and those suffering from poverty, homelessness or mental health problems (WHO, 2011), may face unique challenges regarding social media. This challenge includes digital inequalities, such as vulnerable populations may have limited access to digital technology and the Internet. That may limit the ability to participate in online activities and access information and resources. (Phumkhum and Trisorn, 2020., Panpaporn, 2021) Cyberbullying: Vulnerable groups may be at high risk of experiencing cyberbullying, which may include harassment and hate speech online. There is also access to misinformation from the learning experience. Vulnerable groups can be susceptible to misinformation and misinformation online. They are leading to confusion and negative consequences. Also, privacy and security, for example, vulnerable individuals are at high risk of compromising their personal information online and leading to identity theft and other negative consequences. Including online exploitation, Vulnerable groups may be at higher risk of online exploitation, such as human trafficking and other forms of harassment. In some cases, there is an addiction to using social media and vulnerable individuals may be at higher risk of becoming addicted to social media that can harm their mental health and well-being.

Online media information often appears on the internet, or digital footprints refer to information in various forms that appear on the internet. When a search occurs, data details can be displayed, such as name, surname, or name of the educational institution: work affiliation, address, and national ID card number. Therefore, anything recorded online will always have digital traces (Ponchanit, 2017). Ability to use digital technology communication tools and media effectively, including computers, uses internet navigation and understanding how to assess and use digital information. Social workers must be aware of digital literacy in organising social services during and after the new normal.

Digital literacy is increasingly important in social work. Due to the use of more technology in providing services communicating with service users, and in collecting and analysing data, social workers can use digital literacy to provide relevant services (Berzin, S.C., 2015), including (1) provision of services. Digital technologies can use to provide remote or virtual services. Such as video conferencing sending messages, and other digital tools to communicate with users and provide support (2) Communication with users through digital tools such as text messaging and e-mail to share with users in correspondence and social media for promotional purposes and information (3) data collection and digital analysis tools can collect and analyse information about service users and their needs for assessments, questionnaires, records, and databases. Inform service and evaluation. (4) Professional development: digital literacy can help social workers stay up-to-date on the latest research, trends, and knowledge resources in their field; and (5) access and information access. Digital tools access and provide users with information such as links to articles, online conferences and other content. That may be related to the needs of the users themselves.

Definition of social media uses for public communication social work. It was publicising information on social work practices through social media through an online network such as LINE, TikTok and Facebook. It is widespread in Thai society and the dissemination of personal information, portraits, pictures of places, and places of residence in any form. However, social workers need to be aware of the potential risks. On the other hand, ethical considerations related to digital technology, such as confidentiality, privacy and informed consent, while following professional and ethical guidelines should be placed when using digital technology in operations. Moreover, digital literacy is more comprehensive than just the use of technology; it also includes understanding and evaluating the credibility and the source of digital information.

Social media is a tool that affects social workers, service users and organisations that social worker public communication guidelines must be developed to keep aligned with the changes in social media. By adhering to the principles of professional ethics, the Council of Social Work Professions encourages the use of social media positively for everyone. It develops a working network and communication that covers all population groups. Recognizing the paramount importance of professional principles, especially those rooted in the field of social work, underscores the critical role played by ethical standards in guiding the actions and decisions of social work professionals. Protecting privacy, bearing the weighty responsibility of making professional judgments, and adhering to established ethical norms are indispensable facets of the social work profession. (Council of Social Work Professions, 2022).

Social workers integrate media literacy into their practice to help service users assess and explore different forms of media. This may include assisting service users in rationally analysing news sources, advertisements and social media and also how to use media to support social workers and the community as well. Media literacy can also address issues such as cyberbullying. Media literacy may help consumers develop good media habits and find positive and empowering representation in the media (Lopez A., 2014).

## **Methodology**

This study analysed documents from the Council of Social Work Professions, communication aspects of professional social workers, including the Council of Social Work Professions and from the website by qualitative research in social welfare, Kitipat (2007) used thematic analysis, a study of data collection from documents as well as documents' reviewed by searching, organising and synthesising information (Supang, 1999; Chai, 2004). The authors reviewed the literature from various documents such as books, research papers, articles and media such as online information for discussion and analysis.

## **Results**

### ***Social Work and Public Communication***

Social media can be a tool for social workers in several ways (CASW, 2014). First, Social media build rapport and build trust with users. Secondly, by providing information and resources, social media can be used to share information and help users of service such as links to articles, videos, and other content that may be related to the needs of service's users. Thirdly, support and community building. Social media raise awareness about social issues and change in the community and mobilise support for policy changes to connect people with resources. Moreover, it promotes social justice. Finally is professional development; social media can be a valuable tool for keeping up with new knowledge and trends in social work. It can be connected with social workers and multidisciplinary teams in other fields. Service standards of social work professionals digital literacy and social work public communication guidelines for social workers on communication matters though public communication practices describe as follows.

### ***Laws Related to Public Communication of Social Workers***

#### **1. Constitution of the Kingdom of Thailand B.E. 2560**

Section 32. A person shall enjoy the right and liberty in his life and person. Specifies the right to privacy, reputation and family as follows: A person shall have the right to privacy, dignity, prestige and family. An act that violates or affects the rights of the person under paragraph one or the use of personal data in any way shall not apply except under the provisions of the law as enacted as necessary for the public interest. (Constitution of the Kingdom of Thailand B.E. 2560, Section 30)

#### **2. Social Work Profession Act B.E. 2556**

Section 32. The social work profession shall perform such by the Rule, retain him, and follow professional ethics—section 33. Rule on professional ethics shall be made in Thai and shall, at least, consist of the followings: (1) ethics towards oneself; (2) ethics towards profession; (3) ethics towards service recipients; (4) ethics towards the same profession; (5) ethic towards society; Rule under paragraph one may include behaviours by professional ethics.

Regulations under paragraph one may prescribe a behavioural pattern according to the ethics of the social work profession with observations under sections 32 and 33 of the Social Work Profession Act 2013, which authorises the Professional Council to prepare a professional code of ethics and empowered to impose a pattern of behaviour according to the established code of conduct. This is a channel for the professional council to determine the direction of behaviour. Alternatively, what should or should not do? As for the public communication of the social worker as an individual with the service recipient, it may be necessary to consider the service recipient's ethics under section 33 (3). Failure to comply or act against the code of conduct is subject to administrative penalties under section 34, such as Probate License suspension or revocation. (Social et al. Act B.E. 2556 Section 32-33)

#### **3. National Health Act B.E. 2550**

Section 7. Personal health information shall be kept confidential. No person shall disclose it in such a manner as to cause damage to them unless it is done according to their will or is required by a specific law. Provided that, in any case, no person shall have the power or right under the law on official information or other directions to request a document related to personal health information of anyone other than themself.

Violation of Section 7 will result in criminal penalties under Section 49, imprisonment for not more than six months, a fine of not more than 10,000 baht, or both. (National Health Act B.E. 2550, Section 7)

#### 4. Personal Data Protection Act B.E. 2562

Section 26 Any collection of Personal Data about racial, ethnic origin, political opinions, cult, religious or philosophical beliefs, sexual behaviour, criminal records, health data, disability, trade union information, genetic data, biometric data, or any data which may affect the data subject in the same manner, as prescribed by the Committee, is prohibited, without the explicit consent from the data subject, except where:

It is to prevent or suppress a danger to the life, body or health of the person, where the data subject is incapable of giving consent for whatever reason; it is carried out in the course of legitimate activities with appropriate safeguards by the foundations, associations or any other not-for-profit bodies with a political, religious, philosophical, or trade union purposes for their members, former members of the bodies, or persons having regular contact with such foundations, associations or not-for-profit bodies in connection with their purposes, without disclosing the Personal Data outside of such foundations, associations or not-for-profit bodies; (1) it is information that is disclosed to the public with the explicit consent of the data subject; (2) it is necessary for the establishment, compliance, exercise or defence of legal claims; (3) it is necessary for compliance with a law to achieve the purposes concerning:

- (a) preventive medicine or occupational medicine.
- (b) public interest in public health.
- (c) employment protection, social security, national health security, and social health welfare of the entitled person by law.
- (d) it is for scientific, historical, or statistical research purposes or other public interests.
- (e) the substantial public interest.

Biological data under paragraph one shall mean personal data from using techniques or technology. It involves using an individual's physical or behavioural features to enable identification. Of that person that is not the same as other people, such as facial image data, iris simulated data or fingerprint simulated data in the case of collecting personal information about criminal history must be under controlling of entities with legal authority or has provided individual data protection measures according to the criteria announced by the Committee. (Personal et al. 2562, Section 26)

Following Article 26 above, the principle prohibits collecting sensitive information that is considered personal. Without the explicit consent of the data subject, this law allows social workers to collect these data if they are achieving their work objectives according to Section 26 (5), for example, in the case where social workers must be case managers under the Child Protection Act In fact-finding, it is necessary to include sensitive information to shed more light on the circumstances of the case or in the case of tape recordings of juvenile investigations under the Criminal Procedure Code. Alternatively, preparing a rehabilitation plan for children and youth to submit to the Juvenile and Family Court according to the Act on Establishment of Juvenile and Family Courts and Juvenile and Family Court Procedure 2010 or performing according to social work standards set by the Professional Council. (Act Personal Data Protection Act 2019, Section 26)

#### 5. Service Standards of Social Work Professionals (Council of Social Work Professions, 2021)

Standard 4: Professional Communication Standards, consisting of 3 components, as follows:

1. Communication to build professional relationships
  - 1.1 Communicate positively without prejudice and keep confidence to achieve operational goals.
  - 1.2 Work proactively to seek helpful information and act as a mediator in communicating with service users and multidisciplinary teams.
  - 1.3 Realize and adhere to professional ethics in expressing opinions through appropriate communication channels.
2. Creative communication style and promote working with diverse groups of people
  - 2.1 Use verbal and non-verbal communication skills appropriately with service users and stakeholders.
  - 2.2 Be aware of expressing opinions through various communication channels appropriately.
  - 2.3 Communicate based on peaceful means able to negotiate, mediate, compromise, handle conflict and or treatment, heal and restore to make a change with the purpose.
3. Communication to promote teamwork efficiency
  - 3.1 Service users participate in the decision-making process.

3.2 Able to communicate Motivate the team to understand, accept and cooperate in work or work to achieve the goal.

3.3 Work on social work together with colleagues, interprofessional and network partners. Respect, honesty, and acceptance of the role by focusing on the maximum benefit of service users.

In other words, social workers must be interested and well-versed in the law to do their job. Because laws and regulations related to social work can profoundly impact the lives of service users and the provision of services, understand the laws and regulations relevant to one's practice and professional, ethical practices is a must. Social workers should seek advice from legal experts when necessary. They should aware of their limitations and need to consult with other legal professionals when working with legal issues.

In the United States National Association of Social Workers (NASW), there are guidelines for the practical use of social media. These guidelines ensure that social workers will use social media ethically and professionally. NASW (2017) has issued guidelines for using social media in social work practices. Key points include that social workers should maintain the confidentiality and privacy of their users. Then, they should not share personally identifiable information about service users on social media. Social workers should know how affectionate relationships can form through social media. Therefore, they should avoid any action that may view as exploitative or may compromise professional relationships. Social workers should aware of bias and discrimination on social media and try to solve the problem as well as be mindful of the potential of online harassment. Furthermore, social workers should take appropriate action and be aware of the potential for misinformation and disinformation on social media and should provide accurate information.

Similarly, social workers must understand and consult with other social workers regarding the agency's supervisory authority's specific codes of conduct and ethics, professional associations, and professional councils where social workers work (Wantanee et al., 2004). Also, It must realise that the principles of informed consent, scope and confidentiality must be respected and upheld, regardless of the media or technology used.

### **Social Worker and Public Communications**

Social media has benefit as a practical tool for social work practitioners and service users, coworkers, interprofessional organisations, to promote partnership efficiency based on communication to build professional relationships using a creative communication way and to promote working with diverse groups of people. Social media to present publish news and information about the practice of social work (BASW, 2020) through online work channels, including e-mail, Line, Facebook, Google, YouTube, Twitter, Instagram and including various applications on mobile phones.

As mentioned above, public communication by social workers may include various activities such as presentations and writing articles. These activities educate the public about social work, such as promoting social change, communicating and disseminating social work services, with considerations for social workers when engaging in public communications about confidentiality and privacy of the clients. They must not communicate personally identifiable information about service users without consent and be aware of potential prejudices, be knowledgeable of bias and the possibility of discrimination. Social worker should try to solve the problem when there is a misunderstanding to show the intention to follow professional principles. Social workers should ensure that any communications in any way is accurate and evidence-based. Social worker should consider the potential impact the media may have on the messages presented, particularly professional ethics and practices as well as to always follow these guidelines. Public communication for social workers can be a valuable tool for educating the public, promoting social change, and communicating the impact of social work services.

Media and public relations are essential in social work as they raise awareness about social issues promoting social change and communicating social work services' impact (Dietz et al., 2004). It can help raise awareness about social problems and their impact on people's lives and sharing stories and information about the client's experience and professional opinions on other social issues. Use media and public relations can be implemented to support policy changes and mobilise support in solving social problems in society, by working with groups, communities, and civil society organisations.

It can be concluded that the use of media and public relations is useful to build and maintain the importance of the social work profession and association.

### **Social Work and Digital Literacy**

Social work operates with target groups: individuals, groups, or communities (Frankel A, 2017) and implement communication technology as an instrument in social work with service users. Social workers can acclimate to digital technology and various tools to encourage and develop possibilities for service users (individuals, groups, communities). However, confidentiality of data may be unintentionally

outspread if social workers do not have digital literacy or capacity that can provoke harm to service users. In addition, the point of producing false or fake news may also occur with social workers who need additional digital literacy or skills.

Digital literacy (Kimball E., 2013) refers to the ability to use digital technology. Communication tools and media effectively retain skills such as computer use, internet work and comprehend how to assess and use digital information; this means that digital literacy is increasingly important in social work. Due to additional technology in delivering services, communication with service users and organize as well as analyze data, social workers can use digital literacy for related services (Lopez A., 2014), such as:

1. Service requirement: digital technology can provide remote or virtual services such as virtual conferencing, mailing or chatting different digital tools can be used to share with and deliver support to service users.
2. Communication with users through digital tools such as text messaging and e-mail communications with users in correspondence and social media for promotional purposes.
3. Data collection and digital analysis, collect and analyze information about service users and their needs for assessments, questionnaires, records, and databases—monitoring service and evaluation.
4. Professional development of digital literacy can help social workers stay on the latest research, trends, and knowledge resources.
5. Access and requirement of digital knowledge tools can access and provide service users with information such as links to articles, videos and other content, that may be related to their needs.

Be aware of digital technology's potential risks and ethical considerations, such as confidentiality, privacy and informed consent, social workers must follow professional and ethical guidelines when using digital technology. Additionally, digital literacy is more comprehensive than the use of technology; it also includes understanding and evaluating credibility of the source of digital information.

### **Social Work and Social Media**

The benefits of social media for social workers include:

1. Facilitating social communication between social workers and service users. This is especially useful for users who need help attending appointments in person and also communicate with users remotely. It is helpful for users who live in rural or remote areas.
2. Social media improve the service by giving users access to information and resources such as articles, videos and online support groups. It can also provide users with access to counseling or tele-therapy services.
3. Social media increase community involvement and improve community engagement by connecting social workers with community organizations and resources. It can raise awareness about social issues, promote social change, and mobilize support for solving social problems.
4. Social media improves professional development by connecting social workers with other professionals in the field, providing access to the latest research and trends, and enabling social workers to stay updated with the latest tools and resources.

The challenges of social media for social workers include:

1. Social media can raise ethical concerns like user confidentiality and privacy, as well as informed consent. Social workers must know ethical considerations when communicating with service users on social media.
2. Social media can be a platform for cyber bullying, including harassment, bullying and hate speech. Social workers need to recognize the potential of cyber bullying on social media and to provide support and resources to service users to resolve this issue.
3. Privacy and security of social media can pose risks, such as personal data compromise. Social workers must aware of the potential risks to their privacy and safety on social media. They have to provide users with information and resources to protect personal information.
4. There is concern about social media's potential advantages and disadvantages for social workers and service users that needs knowledge how to use social media appropriately and ethically.
5. There should be consideration in using social media in the workplace.

In addition, social workers may encounter several ethical dilemmas in their practice, namely confidentiality and privacy. For instance, social workers were asked to provide third parties with information about service users that may need clarification on whether the user has informed consent. Other is duo relationship maintains professional boundaries which is especially true when it comes to digital technology and social media. For example, a social worker might be friend with a service user on social media and view it as a duo relationship. Social workers may need clarification on whether

clients fully understand the risks and benefits of using digital tools. Other issue is cultural competence that social workers may face ethical dilemmas related to cultural understanding when it comes to digital technology and social media. For example, social workers may need to aware of the norms and cultural values associated with social media and digital technology—leading to cultural misunderstandings and the protection of rights. Lastly, ethical dilemmas related to advocacy. Social workers may need questioned whether using social media to advocate for social issues is appropriate.

## Discussion

In Thailand, professional social work organizations have considerable regulations for social workers in their practice regarding communication. These regulations provide social workers with guidelines for working with public, both face-to-face and online, that to communicate effectively and ethically with clients and different professionals, such as lawyer. The regulations including the Constitution of the Kingdom of Thailand 2017, the Social Work Profession Act 2013, the National Health Act 2007, the Personal Data Protection Act 2019 and the Service Standards of Social Work professionals in standard 4 Professional Communication Standards on digital technology literacy and guidelines for social workers in communication. The Council of Social Work Professions has presented guidelines for public communication for social work professionals. Methodology of data collection and case studies in this study was by collecting data from the working group of the Council of Social Work Professions, bringing them into discussion to examine. if the guidelines worked. with following results:

1. The use of public media as a tool or channel support the practice of social work professionals by accepting its ethics and service standards (Council of Social Work Professions, 2022) selection of tools for operational communication channels among social workers, service users (individuals, families, community groups), multidisciplinary organizations and network partners. Brought into account the ethics and service standards of social work professionals, in terms of protecting social work professionals and for the best interests of service users. (Council of Social Work Professions, 2021). Social work professionals comprehend and prefer communication channels regarding of work purposes, considering the implementation of standards: verbal, non-verbal and symbolic representation techniques. In using public media, social workers must respect and honor human dignity. The benefit of public media should be for the empowerment of service users.
2. The benefit of public media by social workers must think into account the most suitable interests of service users—privacy and respect for individual rights (Council of Social Work Professions, 2022). Social work professionals use public media for the best interests of service users by protecting their rights and not violating their privacy or personal space. (Council of Social Work Professions, 2022). Access of data or information of the clients should be permitted by the service user and should be for the benefit of service users. For social workers, personal communications and channels are separated from work tracks. Using or disclosure of clients' personal data should approved by clients and certified in document of consent form, either in writing or electronically. The request for consent must voluntarily and without forced (compliance with the Personal Data Protection Act, Section 26).
3. Social workers must keep the confidentiality of the clients. (Council of Social Work Professions, 2022) and implement the principle of confidentiality of service users. There is a process to prevent some or all of the user's information from being published to the public. (Council of Social Work Professions, 2022). Social work professionals should set passwords on all communication devices related to their work using either, websites and applications linked to procedures and ,change the password regularly. as well as use copyrighted programs to prevent the theft of electronic data. There should be also provide a system and mechanism to classify the confidentiality of accessing user information. Using public communication should not include real names in documents, use pseudonyms, cover portraits or faces of people, or use drawings and graphics, do not use cartoons or other images to cover faces, which may reduce the value and human dignity of service users. By declaring their personal information, social work professionals can coordinate with relevant agencies to protect service users' information.
4. In public communication during emergency crises, social worker professionals should rely on the interests of service users as a priority.(Council of Social Work Professions, 2022). Take action by being aware of preventing or suppressing harm to the life and mind of service users.(Council of Social Work Professions, 2022). In an emergency crisis, social work professionals make decisions through communication. To protect the life and safety of service users, perform resource synchronization and provide services to meet urgent needs.

5. Social work professionals must communicate publicly by adhering to the principles of creative communication and empowerment. (Council of Social Work Professions, 2022). Social work professionals must be careful in their public communications by adhering to the principles of respect, caring and helping each other creating peace in society and not creating hatred, conflict, division and discrimination.(Council of Social Work Professions, 2022) using language, text, motions, images or symbols that are cheerful, formative, courteous, and free from prejudice and violence. Public communication must based on understanding, considers other people's context and not lead to bullying, conflict, and discrimination.
6. Social work professionals must be media literate, knowledgeable, understanding, up to date, and respect human rights. (Council of Social Work Professions, 2022). They should understand and keep up with various social situations and conditions, such as the diversity of people, political views, activities and social relations concepts and economic circumstances as well, a variety of cultures, traditions, religions and opinions with consideration and without prejudice.(Council of Social Work Professions, 2022). Social workers must develop themselves by pursuing knowledge thoroughly and consistently. They have to access and comprehend knowledge by exchange experiencing in social and learning activities, to open up a wide range of ideas and acquire information and facts from various sources. Moreover, they need to analyze data from multiple sources with participation in providing accurate information. Furthermore, communicating and delivering information and opinions, including safeguarding rights by respecting opinions and views and understanding the interests of the people, is also necessary.
7. Social work professionals should develop their knowledge and ability to access information technology and also encourage service users to access and use technology for the benefit of them (Council of Social Work Professions, 2022). Social work professionals need to continually learn and be updated on technology or information, yet analyse and synthesise both advantages and limitations. (Council of Social Work Professions, 2022). They should encourage service users to be able to access and use technology to benefit access to service rights and decision-making in selecting services. (Council of Social Work Professions, 2022). Social workers have to keep up with transformations, including develop competency to consider and handle threats suitably, facilitate access to technology in diverse methods and context of target groups.
8. Social work professionals know the perspective practice of behavior in public communication to capitulate with the code of conduct and service requirement standards of e-Professionalism. (Council of Social Work Professions, 2022). It is necessary that social work professionals continuously enhance the quality of publiccommunication procedures in social work that causes modifications in service methods,policies and social changes(Council of Social Work Professions, 2022). They should familiar with the benefit of media and technology approaches to offering content, how to pose with journalism, and how to manage media and publishing (Council of Social Work Professions, 2022). They must extend the quality of the public communication process, consisting of data collection, analysis, situation trend assessment, broadcasting and synthesizing as well as the analyzing the results to create chances to develop suitable public communication in social work regularly. (Council of Social Work Professions, 2021). Social workers collect data and statistics on public communication issues in social work, including analyzing data, trends, weaknesses, strengths and impacts from general communications, bring lessons learned from public media, review and develop it regularly, present and share information from learning about public communication to develop their communication work on an ongoing basis and thoroughly presenting content by preserving the rights and benefits of service users, including presenting images and sounds that cannot identify yet. Alternatively, presented in the form of creative art in the case of promoting and developing activities or there is a group of people, publicity must be made to participants before they are recorded and released publicly have to prints with consent. If a social worker misrepresents information publicly must be corrected immediately and apologetic for the mistake. Social work professionals cannot present pictures, images, data, and media for presentation in meetings of various working groups, such as multidisciplinary teams and agency standard assessment committees. It can do, and the caretaker prevents such information, pictures or media from publishing publicly.
9. Social work professionals must align with legal conditions or requirements, such as the Personal Data Protection Act B.E. 2562 and the Computer Crimes Act (2nd edition). B.E.2560 in order not to cause damage to oneself, service users, organisations and others (Council of Social Work Professions, 2022).

If illegal information is in the computer system, it is something other than what computer owners do themselves able to notify the responsible agency. If notified and deleted, the owner will not be not



considered violate the law, for examples: comments on various social media such as websites, Facebook or Instagram which allow comments. The word is illegal; when notified to the responsible agency for immediate deletion, The owner of the website system will not be at fault. Please do not post anything obscene that causes dissemination to public posting about children; youth must hide their faces except when honoring, admiring, and respectful, providing information about the deceased. Posting in social media should not cause damage the reputation or be insulted or hated; in this case family can sue according to the law. If social workers posting to scold others; there it is already a criminal law. If there is no accurate data or cut of the poster, it is accused guilty and could be punished with penalty of imprisonment of not more than for three years, a fine of not more than 200,000 baht and not infringing anyone's copyright, whether text, music, pictures or videos. (Computer Crime Act (2nd edition), B.E. 2560).

The public communication guidelines for social work practitioners, the above nine points are of interest to consider in the context of a highly adaptive new normal. Using the media as the leading work channel, whether working from home via an online system, social workers should be aware of social media's potential benefits and challenges in creating social workers and service users.

## **Conclusion and Suggestion**

### **Conclusion**

Social workers are accountable for assessing the benefit of social media in practice. It is a lesson tool for delivering services and communicating with service users. Nevertheless, there are also conceivable threats and ethical considerations. Social workers are responsible for knowing social media's potential risks and benefits. Using public communication in form of social media needs ethic and professionalism (Kimball et al., 2013)—confidentiality and privacy of service users and remembering the possibility for intricate connections and discrimination.

Moreover, it needs assurance that users comprehend the threats and advantages of using social media, in this matter social workers should deliver communication and resources on utilizing social media safely and responsibly. Also, how to identify and inform online harassment or exploitation. Social workers are also trustworthy for determining social media's potential effect on vulnerable populations such as children, elderly persons, people with disabilities and those experiencing poverty, homelessness or people with mental health issues.

e-Professionalism is crucial to the social work profession in using social media. Professionalism from practice can convey behavior and professional ethics applied to using digital technology and social media in professional practice. It needs adherence to ethical and professional courses and the capacity to analyze emerging ethical concerns in the digital world (Vukušić et al., 2021). Social workers must practice a professional online approach when using digital technology and social media where confidentiality and privacy are vital references regarding online professionalism in social work (BASW, 2021, IFSW, 2022). Social worker prohibit to share any personal identifiable information about service users without their consent to obey the ethical guidelines of professional regulations when using digital technologies and social media. Recognizing potential prejudice and of online bias and discrimination. Social worker must consider the potential consequence that the pressure may maintain on the message, such as spreading distortions and unverified facts and identifying the effect of social media on professional relationships.

### **Suggestions**

Social workers must avoid any activity perceived as advantageous or biased because of their professional relationship. They must be conscious of the consequence of online communications on clients and bring into understanding the influence of public communications on service users. In contrast, they also should adjust the communication to meet the needs and preferences of the service users. In conclusion, online professionalism is essential for social workers as it allows them to explore the ethical considerations that arise in the digital world. Meaning social workers should use digital technology and social media effectively, responsibly and ethically.

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