

# Global Social Work In the Digital Age

By  
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Founder and Editor-In-Chief of  
Social Work Helper


# Introduction

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## DEONA HOOPER

Deona Hooper, MSW is the Founder, Builder, and Editor-in-Chief of Social Work Helper Magazine. She has been able to establish a volunteer global advocacy digital publication with over 28,000 Twitter followers, 71,000 Facebook fans, over 5,000 followers on Tumblr, and almost 3,000 followers on Pinterest. With press access, she has attended events hosted by the White House, Center for American Progress, and National Action Network in Washington, DC. As a consultant, she has worked with both local and national nonprofits in an effort to expand their reach and campaign awareness efforts as well as conduct workshops and trainings on how to use social media for advocacy. Deona graduated from the University of North Carolina at Chapel Hill with a master's degree in Social Work concentrating in Management and Community Practice as well as a Certificate in Nonprofit Management. Additionally, she received a bachelor's degree in Social Work with a Double Major in Sociology from Methodist University in Fayetteville, NC.



 [@swhelpercom](https://twitter.com/swhelpercom)

# What Is Global Social Work

- “**Social work** is a practice-based profession and an academic discipline that promotes **social** change and development, **social** cohesion, and the empowerment and liberation of people. Principles of social justice, human rights, collective responsibility and respect for diversities are central to social work.”
- Source: [International Federation of Social Workers](#) (IFSW)

# Areas Social Workers Should Be the Leading Voices

- Poverty
- Human Rights
- Climate Change
- Increasing Outcomes for Children and Families (Prevention and Services)
- Vulnerable Adults
- Emergency and Disaster Relief



# Looking at the Bigger Picture



# Where Are the Social Workers During the World's Crises?

- We are out there providing services, protesting, and volunteering in our spare time with everyone else
- But....
- We are Not Visible!
- Are We Afraid of Using New Digital Media or Do we even know how to use it?
- Are We Writing Editorials Letting Others know what Social Workers are Doing?
- Are we connected to sw organizations/NGOs and paying attention to World Events?

# Challenges to Practicing Global Social Work

- Focused on Direct Practice Serving one client at a time
- Not engaging in the political process and policy making decisions (Macro Practice)
- Burnout, Compassion Fatigue, Secondary Trauma, High Caseloads, High Stressed Job
- Fear of Using Social Media Related to Practice
- Fear of Using Social Media and Digital Media due to Privacy Concerns



# To Use or Not To Use Social Media

- How can our profession begin to adopt the technological tools utilized in other disciplines, adapt them to increase our ability to be more effective on all practice levels, as well as educate the public and politicians on the value of social work?
- There are instances where social work and social media, depending on your job descriptions and direct practice with clients, must adhere to a stricter standard due to safety concerns for the social worker and client confidentiality.
- For those who are working on a policy and community practice level, social work and social media is essential in carving one's self as an expert in your field, create awareness, as well as provide the ability to mobilize resources quickly.



# Practice Vs Social Media

How to Reduce Risks to Employment When Using Social Media written by Deona Hooper, MSW

Discuss HCPC Decision to suspend veteran social worker with no history of discipline for two Facebook posts.

Discuss Tips Social Workers can use to protect their privacy while developing a professional profile.

# How Do We Start

- Step 1

First, Identify the Political Party that represents your interest and learn more about them.

## Step 2

Follow local, national and Global Issues

Tip Use Flipboard:

<https://flipboard.com/@deonahooper/social-work-helper-d3jftv5iz>

# How Do We Start (Cont.)

- Step 3: Get Connected on Social Media  
If I had to choose one: Twitter Account  
Recommended Social Media  
    LinkedIn  
    Tumblr  
    Facebook Fanpage  
    Google Plus (For Writers)  
    Instagram

# Connect With Me

Stay up to date with Global Social Work and Social Justice Issues at [www.socialworkhelper.com](http://www.socialworkhelper.com)

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