



CEU COMPANION · EP 19 · CHECKLIST

BEFORE YOU POST: DIGITAL ETHICS CHECKLIST FOR BEHAVIOR ANALYSTS

From the CEU "The Digital Tightrope: Social Media, Public Statements, and Supervisee Digital Ethics" · Instructors: Sean Yocum, MA, BCBA, LBA

NO FLUFF. NO SUGAR-COATING. JUST RESULTS. · PRESENTED BY HICKORY LEARNING GROUP

RAD N BAD RULE

If it touches your professional life, it's a professional statement. Protect confidentiality, stay accurate, and teach your supervisees to do the same.

HOW TO USE THIS: Run every post that touches your professional life through this checklist. Use the second half to train your supervisees.

CONFIDENTIALITY

- ☐ No client names, initials, faces, voices, locations, or identifiable details
- ☐ No 'funny session moments,' even with details changed
- ☐ No photos or video taken in session settings without documented consent and a clear purpose
- ☐ Would the client or caregiver be comfortable seeing this post?

ACCURACY AND PUBLIC STATEMENTS

- ☐ Is this an opinion? Label it as an opinion
- ☐ Are research claims accurate, and is the source cited in context?
- ☐ Does the post simplify without distorting? (accessible ≠ diluted)
- ☐ No misrepresentation of credentials, services, or outcomes

PROFESSIONAL RELATIONSHIPS

- ☐ No rants about caregivers, coworkers, or employers
- ☐ No content mocking clients or other professionals
- ☐ Critique practices and systems, not people

THE FINAL FILTER

- ☐ Does this benefit the client and community, or mainly me?
- ☐ Would I be comfortable with my certifying board reading this?

SUPERVISEE DIGITAL-ETHICS TRAINING OUTLINE

- ☐ Review the relevant Ethics Code standards and company social media policy
- ☐ Model: show examples and nonexamples (with no real client content)
- ☐ Rehearse: supervisees evaluate sample posts using this checklist
- ☐ Feedback and a signed policy acknowledgment
- ☐ Revisit during supervision at least twice a year

THE RECEIPTS · REFERENCES

Behavior Analyst Certification Board. (2020). *Ethics code for behavior analysts*. <https://www.bacb.com/ethics-information/ethics-codes/>
O'Leary, P. N., Miller, M. M., Olive, M. L., & Kelly, A. N. (2017). Blurred lines: Ethical implications of social media for behavior analysts. *Behavior Analysis in Practice*, 10(1), 45–51. <https://doi.org/10.1007/s40617-014-0033-0>

This handout supports the asynchronous CE event and does not replace clinical judgment, the BACB Ethics Code for Behavior Analysts, or applicable laws and funder requirements. It contains no client-identifying information.