

School of Counseling,

Human Performance,

and Rehabilitation

 Date 11/2/2024

 To the Awards Committee, Ann E. Nolte Writing Award

It is my great pleasure to write this letter in support of the nomination of the book chapter titled **‘Ethical, Privacy and Confidentiality Issues in the Use and Application of Social Media’** published in the edited book ‘Effective Use of Social Media in Public Health’ edited by Dr. Manoj Sharma and Dr. Kavita Batra

This chapter is a significant contribution to the health promotion and education literature as it covers a challenging topic of maintaining privacy and confidentiality in terms of education and research along with ethical approach for health education and public health professionals. It provides and in-depth view of ethical issues arising in social media usage, provides case studies for practical approaches towards managing this issues and finally covers a brief overview of the relevant literature related to maintaining privacy and confidentiality for social media based public health studies.

I strongly feel that this chapter provides and innovative and detailed approach towards current applications of social media usage among health education practitioners and researchers along with guidelines for health promotion professionals to follow and adapt when using any form of social media platforms for education as well as research.

Sincerely,

 Askanekar

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