An example of a contemporary social practice that is used both in the workplace and in our personal lives is the use of social media. The challenge for social work is to use the benefits and opportunities that social media enables, without causing harm. There is no comprehensive contemporary discussion of the complexities and interrelationships between social media, social work practice, and social work ethics. A more nuanced understanding of ethics in online spaces is needed. Consequently, this article adds to the emerging body of literature on social work, social media, and ethics by highlighting broader issues pertaining to the intersection between social media, social work values, and practice realities. The speed at which posts go viral can irreparably harm recipients. To explore the ethical complexities that social media raises for child protection workers, we developed a composite case example based on real-life stories and situations that we composed by removing identifying information to protect anonymity among those involved.