

# **Social Media Guidelines**

- **Establish your Online professional presence**
- **Professional ID extends to all online communities (what you do on YouTube counts)**
- **Use privacy controls to hide what you don't want a court of law or disciplinary panel to see**
- **Act with restraint about what you say or do as it reflects on people or organizations**
- **What you do online is permanent – they can mine it forever!**
- **Don't hide your identity for unprofessional purposes**
- **Protect your reputation, take steps if under attack**
- **Theft & piracy are not acceptable**
- **Remember HIPAA applies to all patients and must be secure at all times – cell phones?**
- **Act professionally in all venues**