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