

18 Top Tips for Social Media

By Hayley Macpherson

- 1: Remember anything you write, or post can be screen-shotted (and therefore potentially impossible to delete)
- 2: Consider making social media accounts private
- 3: Regularly review privacy settings because they change over time. Use the Facebook view as setting to see what it looks like to someone who isn't your friend
- 4: Review old social media posts and get someone to have a look at your social media for you
- 5: Don't have personal information online such as address, phone number and email address. Be aware of doing this by accident e.g. a photograph with a letter in it or a plaque outside your house
- 6: Be mindful that patients will look you up on social media and may try to add you. Don't engage with patients online, if a patient adds you don't accept
- 7: Consider making social media accounts private and consider not having your full name on social media so you are less easy to find
- 8: Keep personal and professional accounts separate for example by having a professional Twitter but a private personal Facebook
- 9: Remember that confidentiality is most often breached accidentally
- 10: Avoid discussing patients on social media
- 11: Avoid taking photos in clinical areas. If you post any photos double check them to make sure there is no confidential information in them
- 12: Avoid posting when you are emotional or have been drinking and be kind!
- 13: If you identify yourself as a doctor online, then identify yourself by name and make it clear all views are your own
- 14: Think carefully before you take money to promote things on social media
- 15: Don't give medical advice on social media and consider making it clear that you are not for example by putting it in your Instagram or Twitter bios
- 16: Make sure you are knowledgeable about anything medical that you post and that your claims can be backed up
- 17: Don't post on social media when you are working and avoid making social media content whilst you are at work. If in doubt check with your employer
- 18: Think before you post! Don't post anything you wouldn't want to see in the front page of a newspaper