



Social media – keeping it professional

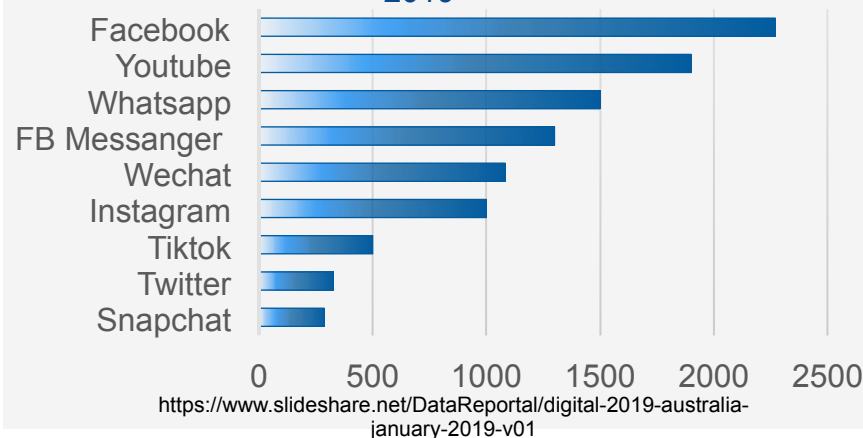
Angela Mason-Lynch
Risk Advisor

2020



Social media at a glance

Social media platforms: active users in millions - Jan 2019



WhatsApp used
an average of

12

times a day in
Victorian
Hospital study

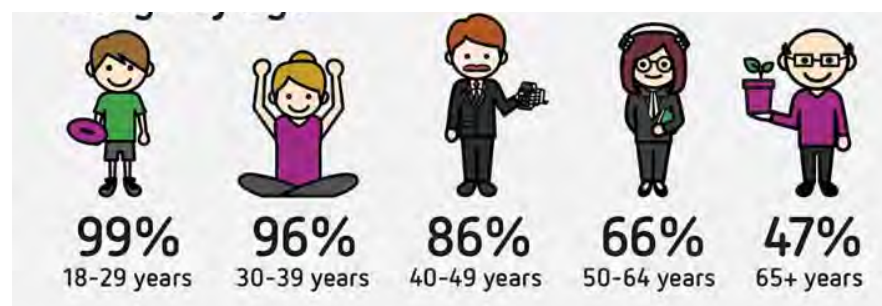


<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5889814/>

8 in 10 Australian people use social media



However when broken down by age...



<https://www.sensis.com.au/about/our-reports/sensis-social-media-report> 2018

Social Media (AHPRA)

- > social networking (Facebook, Twitter, WEChat, Weibo, WhatsApp)
- > professional networking (LinkedIn)
- > discussion forums (Reddit, Whirlpool)
- > media sharing (YouTube, Flickr, Instagram)
- > content production (blogs [Tumblr, Blogger] and microblogs [Twitter])
- > knowledge/information aggregation (Wikipedia)
- > virtual reality and gaming environments (Second Life), and
- > booking sites and apps (HealthEngine, Whitecoat, Podium)

Internet-based tools that allow individuals and groups to communicate, to advertise or share opinions, information, ideas, messages, experiences, images, and video or audio clips

You are always a doctor / vicariously

Professional



Personal



Choose your friends



Maintaining your online reputation



Practice Website

- > What client are you attracting
- > Unrealistic Expectation
- > Professionalism
- > Feedback



Negative online comments

Options include:

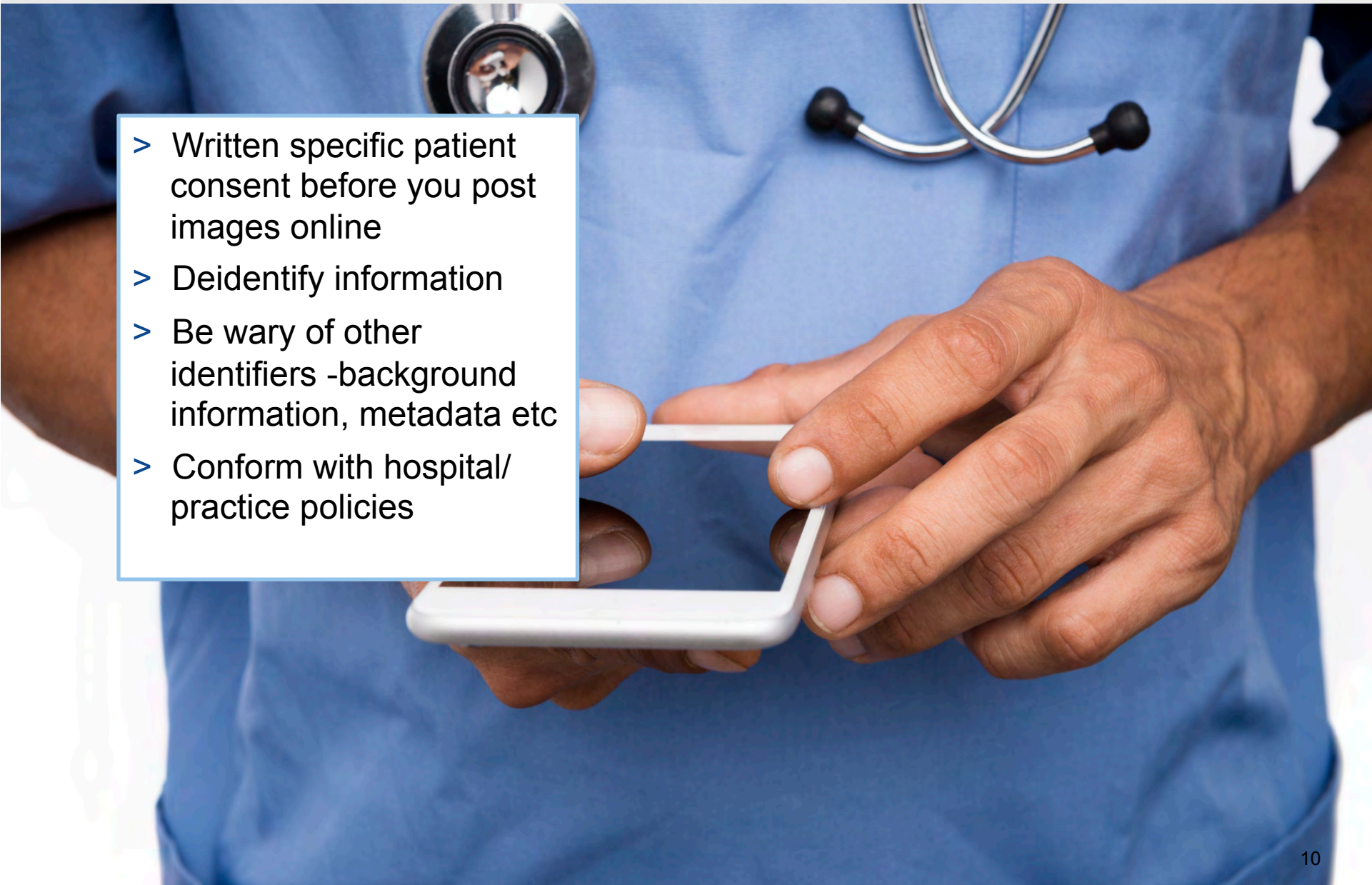
1. Ignore the comments and wait for them to move down the forum page
2. Ask the author to withdraw the comments
3. Request the forum host to remove the offending comments
4. Consider not responding personally but have your practice respond
5. If the comments are false Institute defamation proceedings

Advertising



- > You are responsible for advertising that you publish or that is under your control.
- > You are not expected to monitor social media for things written about you that you can't control

Privacy matters

- 
- > Written specific patient consent before you post images online
 - > Deidentify information
 - > Be wary of other identifiers -background information, metadata etc
 - > Conform with hospital/ practice policies

Electronic communication - Email

- > An established doctor–patient relationship is necessary.
- > Avoid pressure to use email correspondence as a substitution for a face to face consultation.
- > Privacy, confidentiality and security are the biggest issues.
- > **Consent prior to using email communications**
- > Certain content should be excluded from email communications for confidentiality reasons, such as information concerning mental health or STIs.
- > Your email signature can include reminders about security.



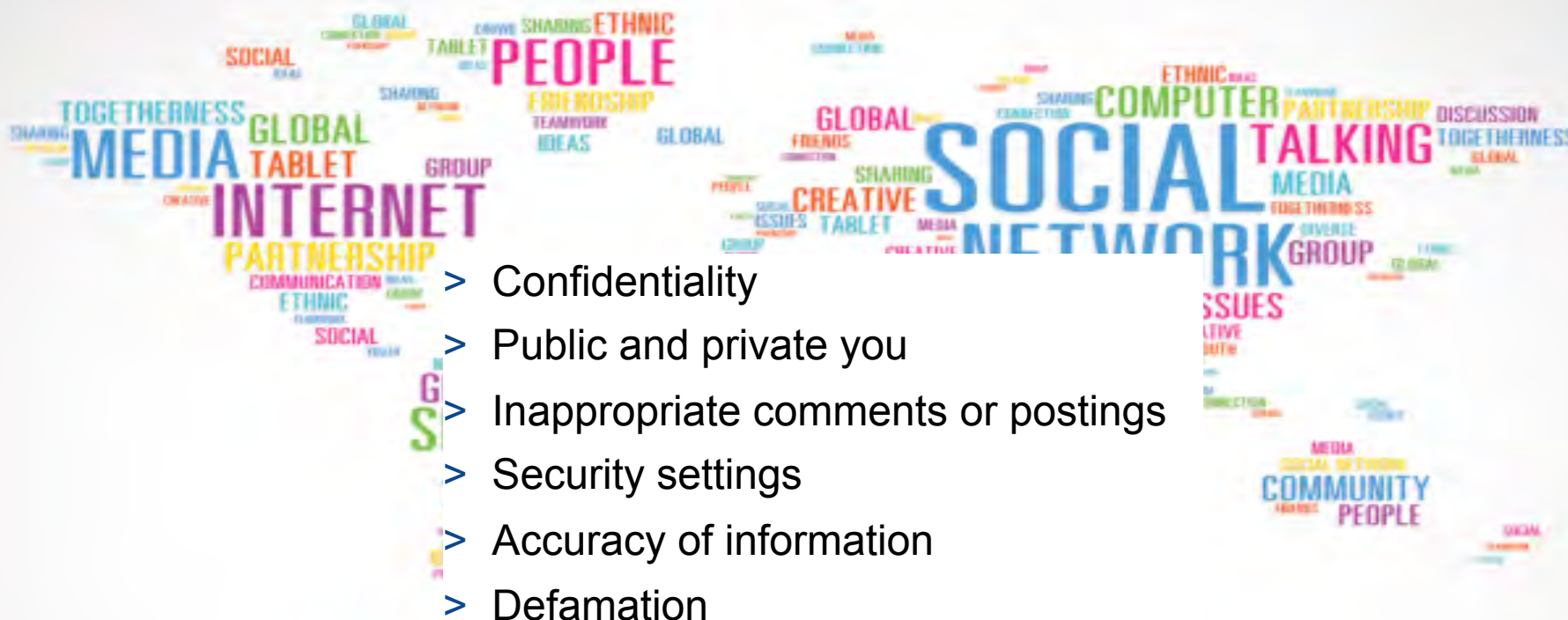
Electronic communication: SMS

- > When is it appropriate to use SMS?
- > What are the privacy issues with SMS usage?

Social media and your client



Potential pitfalls and traps



Things to consider



Deleting friends.
A social media policy for your practice.
Review your publicly available profile regularly.
Turn off feedback options.
Having your own rules about social media. e.g. no drinking and posting, no 'friending' work colleagues or patients.

Obligations as an employee

- > As an employee you need to be aware of your employer's social media policies.
- > Policies will generally prohibit using social media in a way that would breach any law (for example privacy, defamation, confidentiality, discrimination or harassment, intellectual property, competition and consumer laws), or that would bring your employer into disrepute, and may prevent your commenting on workplace matters.



Obligations of employer

- > Be aware of
 - what is available
 - What your people are doing in this space
 - What your patients might be doing in this space
- > Set up systems to manage your risk
- > Communicate systems and get compliance



Questions?



Important notices

General disclaimer

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