



Social Media CHECKLIST

Before communicating on a social media website, always consider what is said, who might read it and the impact it may have if viewed by an employer, a patient/client/resident, or licensing body.



- Avoid posting/sharing confidential information. An unnamed patient or person may be identifiable to colleagues or managers.
- Familiarize yourself with employer policies and professional standards relating to photos, social media, and confidentiality/privacy and ensure shared information complies with those policies. If you take issue with such a policy then contact UNA for assistance and advice; do NOT ignore the policy.
- Make your personal profile private and accessible only by people you know and trust.
- Educate yourself about the privacy settings and policies of the social networks before joining them, and check them often as they tend to change frequently.
- Consider whether you wish to identify your employer or your professional designation on your profile – if you include this information, then people may mistake personal opinions for professional opinions.
- Create strong passwords, change them frequently, and keep them private.
- Expect that, even in a private forum, someone else may choose to share your comment or image.
- Present yourself in a professional manner in photos, videos, and postings.
- Do not vent or discuss work-related events.
- Avoid posting negative comments about your colleagues, supervisors, and other health care professionals.
- Respect and enforce professional boundaries.
- Refrain from offering health-related advice.
- Guard against impostors – people may not be who they say they are.

