
THREE THINGS TO KNOW ABOUT: SOCIAL MEDIA

1. The Internet does not change your duty to maintain boundaries with your patients and you should avoid interacting with them on personal social media sites. If a patient attempts to contact you via a social media site, you should make it clear to them that you do not communicate with patients by these means and will not respond to further attempts at contact.
2. State licensing boards can and have disciplined physicians for inappropriate online behavior. This includes depictions of such things as excessive drinking and suggestive content as well as misrepresentation of credentials.
3. Privacy controls are not an absolute guarantee that your information can't/won't be viewed by those other than you had intended. Once you have posted something, it may be copied and forwarded to others. Never post anything that you would not want a patient, colleague, employer, or licensing board to see.



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Manager of The Psychiatrists' Program
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