Pay No Attention to that Man Behind the Curtain: Social Media Do's and Don'ts

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Objectives
Understand the Pitfalls of Posting on Social Media for Today’s Foot and Ankle Surgeon
Understand how HIPAA Applies to Social Media

Pushing the Boundaries

Don’t Let Patients Record Encounters
Your Patients are not Your “Friends”

“I don’t know which doctor to choose. One has more friends on Facebook, but the other one just retweeted my message.”

Don’t Post Specific Medical Advise

Don’t Post Unprofessional Behavior

Don’t Post Unprofessional Statements

Do Reveal Conflicts of Interest

Do Separate Your Personal and Professional Lives
Don’t Violate Your Employers’ Social Media Policy

• All UTHealth students and employees must follow HOOP 219: Use of Social Media.
• All students and patients featured in university-sponsored social media must fill out university media consent forms. A notice of photography must be posted at any event or gathering where photography or video recording will take place.

Be Careful with Patient Testimonials

Responding to Patient Comments Online

Do Protect Patient Privacy

Discussion/Questions

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