



Social Media Use in Healthcare

hcpc health & care
professions
council

Learning Objectives

01

Understanding HCPC Standards

02

HCPC guidance on social media

03

Appropriate Social Media Practices

04

Benefits of Social Media for Health Professionals

05

Risks of Social Media Use

Session Overview

Introduction

Social media use in healthcare is a multidimensional tool that has proven successful in pairing with traditional forms of communication. It offers a platform for professionals to engage, share knowledge, and connect with patients in innovative ways. However, striking the right balance between digital and traditional healthcare is crucial.

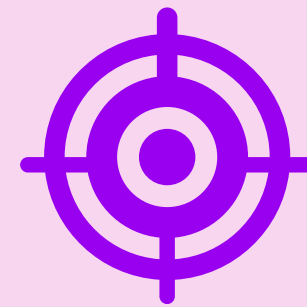
(Farsi, 2021)

This session will explore how healthcare professionals can leverage social media effectively while adhering to ethical standards and maintaining professional boundaries.





IceBreaker Activity



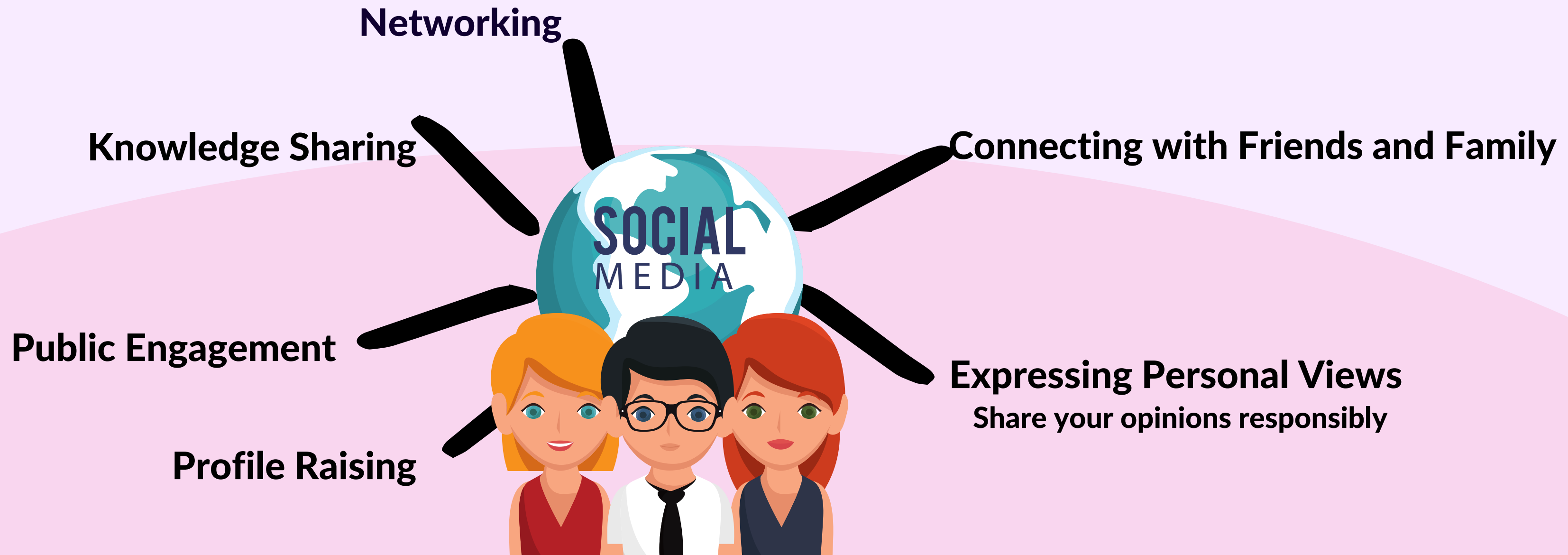
**Share one way you currently use
social media professionally?**



Video Presentation

Emma (Mentor) and Bella (Mentee) discussing HCPC social media guidelines

Benefits of Social Media



Risks of Social Media

Misinformation

The potential for spreading inaccurate or harmful information..

Privacy Concerns

Risk of exposing confidential patient information.



Professional Reputation

The lasting impact of online conduct on professional reputation

Blurring Boundaries

Challenges in maintaining a professional image when personal and professional lines blur.

Maintaining Professionalism Online



Best Practices



Separate personal and professional accounts.



Use privacy settings effectively



Think before you post
—would you say this in person?



Verify information before sharing

HCPC Standards to Follow:

Communicate appropriately
(Standards 2.10 – 2.12)



Maintain professional boundaries
(Standard 1.9)

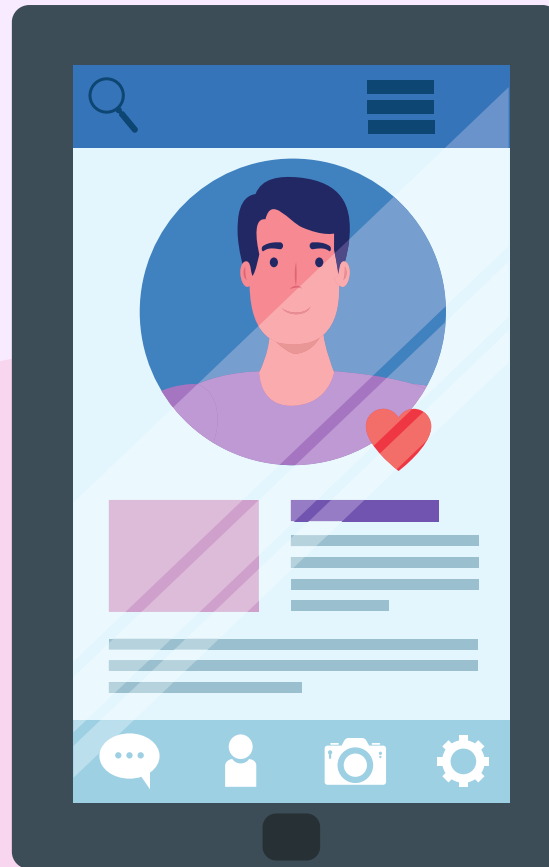


Respect confidentiality
(Standard 5.1)



SCENARIOS

CASE 1



A healthcare worker posts a photo from work that inadvertently includes identifiable patient information.

What went wrong, and how could it have been prevented?

CASE 2



A physiotherapist uses Instagram to share daily tips on maintaining physical health, gaining a following and helping patients manage their conditions.

How does this align with HCPC standards on public engagement and professional conduct?



**Any
Questions?**

References

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O'Connor, S. et al. (2021) 'Digital professionalism on social media: A narrative review of the medical, nursing, and allied health education literature', *International journal of medical informatics*, 153, p. 104514.

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**Thank
You**