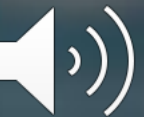


Navigating Social Media for Healthcare Students



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Learning Outcomes

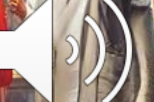
- Identify the benefits and risks of social media for healthcare professionals.
- Develop knowledge of HCPC social media guidelines.
- Gain actionable tips for managing your online presence.



HCPC Standards: Our Ethical Compass

“Social media’ refers to websites and applications that allow you to create and share content and to interact with other users. This includes, but is not limited to, websites such as Facebook, Twitter and YouTube, as well as online forums and blogs.”

([HCPC, 2017](#); [HCPC 2024](#))



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Benefits of Social Media

- Educative function
- Raising public awareness
- Global interprofessional networking
- Share about the profession

([HCPC, 2017](#))



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Risks Associated with Social Media



Safeguarding patient confidentiality



Establishing clear professional boundaries



Counteracting bias and ensuring objectivity





Standards and Social Media

- Application of HCPC standards to social media use
- Upholding professional conduct and ethical principles online
- Consideration of historical social media activity

([HCPC, 2017](#); [HCPC 2024](#))





Professional Boundaries

- The importance of distinct professional and personal online identities
- "You must keep your relationships with service users and carers professional." (1.7)

([HCPC, 2017](#); [HCPC 2024](#))



Effective Communication

- Professionalism and respect
- “You must use all forms of communication appropriately and responsibly, including social media and networking websites”(2.7)

([HCPC, 2016](#); [HCPC 2024](#))



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Respecting Confidentiality

- Confidential treatment of information
- Consent
- Legal/ethical considerations
- "You must treat information about service users as confidential" (5.1)

[\(HCPC, 2016\)](#)



Professional Integrity

- Ensuring honesty and transparency
- “You must make sure that your conduct justifies the public’s trust and confidence in you and your profession” (9.1);

([HCPC, 2016](#))



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HCPC's Top Tips

- Have a profile disclaimer
- Consider separate private and professional accounts
- Ensure confidentiality
- Avoid language that could be offensive
- Follow the employer's policy
- Continue using social media and seek advice when in doubt

([HCPC, 2016](#); [HCPC 2017](#); [HCPC 2024](#))



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**Test your knowledge
with the summary
quiz.**



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