

# ETHICS AND PROFESSIONALISM ON SOCIAL MEDIA USE BY HEALTHCARE PROFESSIONALS

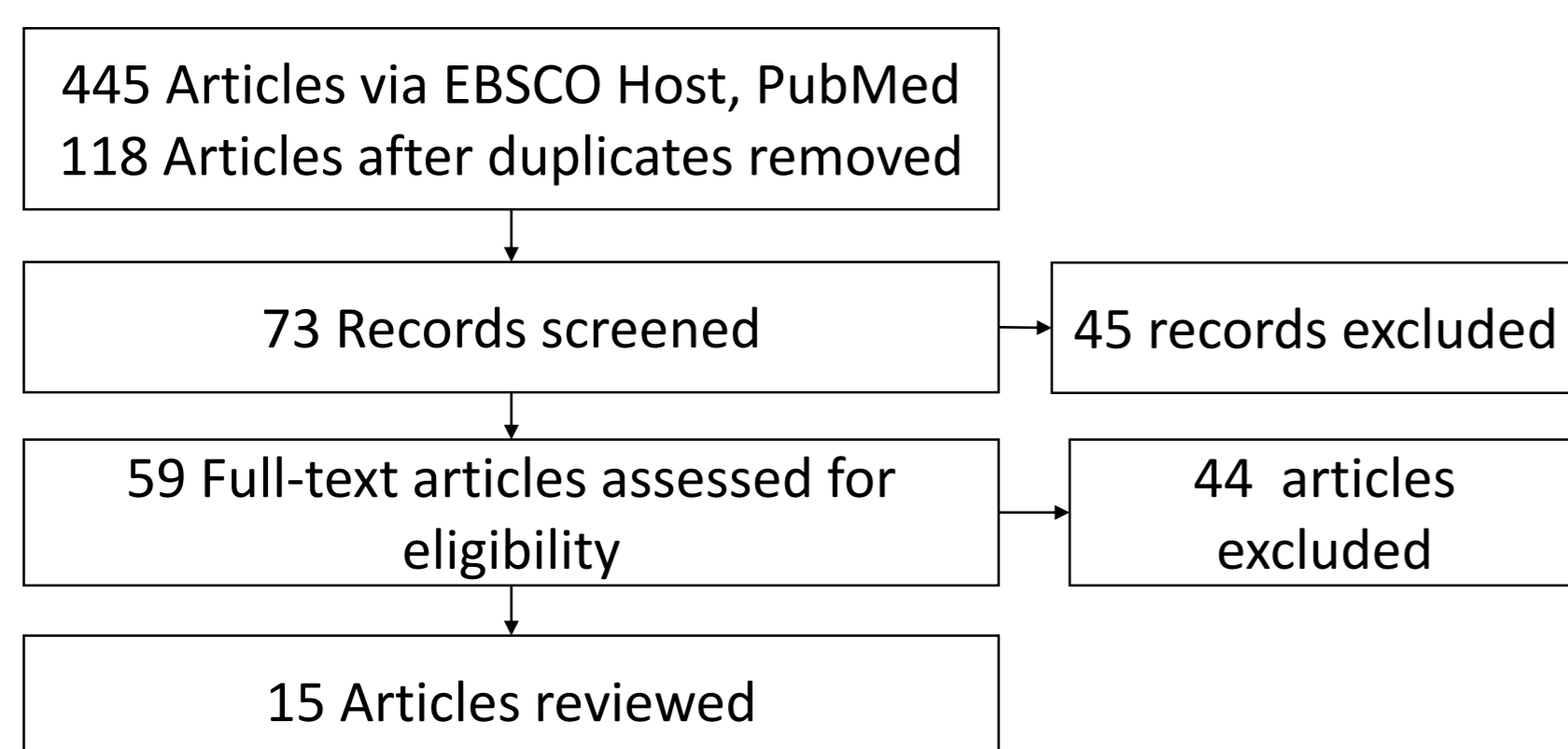
## Background

Social media (SM) is the centre stage for social interactions and communication. Its infiltration into healthcare presents a challenge to the healthcare professionals' (HCP) ethical and professional guidelines. A focus on the traditional ethical and professional foundations would make it possible to engage on SM without discord, termed as e-professionalism.<sup>1,2,3</sup> The aim was to conduct a scoping review of literature on ethical and professionalism issues on social media use by HCP to inform a protocol.

## Methodology

A PRISMA search was done using identified search terms and included articles between 2013 and 2017 in the English language.

2 pertinent guidelines from those identified were analysed using the AGREE II reporting checklist and utilized to inform the guidelines and its summary protocol.

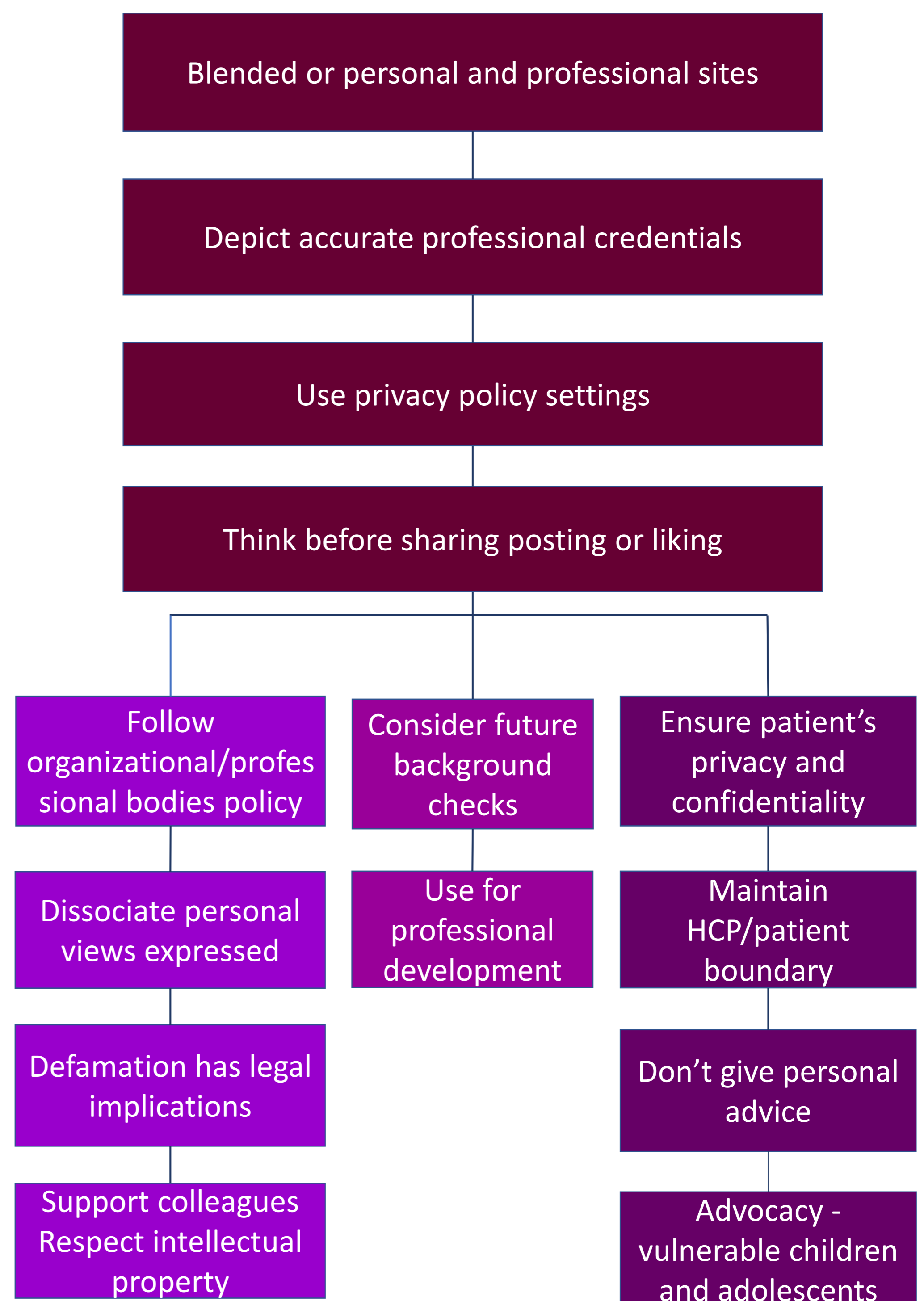


## Results

The following themes emerged:

- SM used by the digital natives and immigrants born before and after 1980 respectively
- Professionalism
- Use of separate personal and professional sites or blend both sites
- Patient privacy and confidentiality concerns
- Spheres of SM engagement
- Knowledge of existing guidelines.

## Summary Protocol



## Conclusion

- The use of SM has challenges and benefits
- Healthcare professional's use of SM should not be stifled by the implementation of these guidelines
- They are meant as a guide on e-professionalism
- The online world is fast paced, which may necessitate ongoing review of the guidelines
- A recommendation is to incorporate professionalism on SM as part of the communication competency within the HCP's curriculum.

### References:

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3. Wright, D. K. (2017). Nursing memes at odds with our values. *Can Nurse*, 113(2), 44.

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