

Annotated Social Media Resources

McMASTER

Citation	McMaster University Postgraduate Medical Education, Guidelines for Appropriate Use of the Internet Electronic Networking and Other Media undated
Website	https://fhs.mcmaster.ca/postgrad/documents/InternetGuidelines.pdf
Access	Medportal- postgrad. Password protected
Nature	Guideline
Focus	Resident physicians, clinical fellows and research fellows
Content	Guidelines from McMaster Post Grad for resident physicians for professional use of online platforms including social media, blogs and emailing. References relevant legal acts, as well as other relevant policy documents. Discusses posting patient information, posting information about colleagues, communicating with colleagues, posting information about hospitals and posting online medical advice. Reviews consequences and penalties for violating professional codes/laws/guidelines.
Utility	Required reading for medical trainees. May be generalizable to other health care trainees if adapted for them (given this very specifically focuses on and references residents)

Citation	Policy On Social Media & Use Of Electronic Technologies School of Social Work, McMaster University, Feb 2013
Website	https://socialwork.mcmaster.ca/resources/general-school-policies/policy-on-social-media-final-feb-27.pdf
Access	Open access
Nature	The title states policy but the subheadings state “guideline”. Likely guideline
Focus	Members of the School of Social Work (faculty, staff, students)
Content	Outlines the School of Social work guidelines for the use of social media and electronic devices during placements and in –class work. Broad guidelines that generally state the importance of confidentiality and that all social media postings are considered public. The student is to specifically stipulate that their postings are their individual views when referring to the school or organizations they may be involved

	with. The guidelines discourage use of electronic technologies in class or during placement unless it is an emergency
Utility	Very broad and general and not that useful. Refers the reader acquaint self with policies such as: Canadian Association of Social Workers (CASW) Code of Ethics , the Ontario College of Social Workers and Social Service Workers (OCSWSSW) Code of Ethics and Standards of Practice , the Ontario Human Rights Code, and McMaster University Policies Harassment , Anti-Discrimination . Students are also directed to policies established by their placement organizations and the Student Code of Conduct.

OTHER UNIVERSITIES

Citation	Policy on Social Media Queens Faculty of Health Sciences Undated
Website	http://healthsci.queensu.ca/assets/FHS%20Social%20Media%20Policy%20.pdf
Access	Open access PDF
Nature	Policy
Focus	Students, staff, faculty
Content	Policy regarding patient information, images or videos, or other confidential information, use of logos, discrimination, or intellectual property.
Utility	This is a generic policy for a Faculty of Health Science department that would be a valuable reference for the McMaster FHS. There are useful links to other Queen’s University references: <ul style="list-style-type: none"> • Queen’s Social Media Guidelines • Harassment/Discrimination Complaint Policy and Procedure • Acceptable Use of Information Technology Resources Policy • Online Harassment and Cyber-Bullying • Student Code of Conduct • Intellectual Property Guidelines • Conflict of Interest and Commitment Policy • Media Relations

Citation	University of Ottawa Undergraduate Medical Education Regulations and Student Guide, 2015-2016 Chapter 5 p. 64 5: Guidelines for appropriate use of the Internet, electronic networking and other media
Website	https://med.uottawa.ca/undergraduate/sites/med.uottawa.ca.undergraduate/files/ugme_student_guide_2015_2016_en_july_22_2015_v2.pdf
Access	Open access
Nature	Guidelines for medical student behaviour
Focus	Medical students and postgraduate trainees
Content	Provides an overview of the legal requirements for professionalism in internet use. Provides brief recommendations on maintain patient privacy and confidentiality when posting online, and being professional in online communications about colleagues and institutions. Also provides a brief outline of penalties for inappropriate internet use.
Utility	The guidelines are fairly general, but provide clear examples on both appropriate and inappropriate uses of internet and social media, which are helpful. Overall straightforward brief resource. Geared towards medical trainees but the recommendations are relevant for all types of health care curriculum. Could easily be adapted to meet the specific requirements of other schools.

Citation	Guidelines for Appropriate Use of the Internet, Electronic Networking and Other Media. University of Toronto. No date specified
Website	http://medicine.utoronto.ca/sites/default/files/Appropriate%20Use%20of%20The%20Internet.pdf http://medicine.utoronto.ca/sites/default/files/Appropriate%20Use%20of%20The%20Internet.pdf http://medicine.utoronto.ca/sites/default/files/Appropriate%20Use%20of%20The%20Internet.pdf
Access	Open access
Nature	Guideline
Focus	All medical trainees registered at the Faculty of Medicine at the University of Toronto, including undergraduate and postgraduate students, fellows, clinical research fellows, or equivalent.
Content	Covers guidelines on the appropriate and inappropriate use of the internet which includes posting on blogs, instant messaging [IM], social networking sites, e-mail, posting to public media sites, mailing lists and video-sites. The context covers: posting of information on patients, colleagues or co-workers, hospitals or institutions including the university, professional communication with colleagues and co-workers, giving medical advice, and academic honesty. The paper covers general and specific policies regarding confidentiality, professionalism, academic integrity, harassment and legal matters. It also gives guidelines on when it is appropriate to post and under what circumstances.

Utility	Very useful not just for learners but also for practitioners. Specific examples and contexts discussed as well as the relevant policies from which the guidelines are formulated.
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CANADA

Citation	CMA Policy: Social media and Canadian physicians: Issues and rules of engagement. 2011
Website	https://www.cma.ca/Assets/assets-library/document/en/advocacy/CMA_Policy_Social_Media_Canadian_Physicians_Rules_Engagement_PD12-03-e.pdf
Access	Open Access
Nature	Policy
Focus	Physicians
Content	The policy is 5 pages including definitions, risks, the role of the CMA, rules of engagement, and the identification of key issues such as: <ul style="list-style-type: none"> Patient confidentiality Professionalism Online communication issues Potential benefits
Utility	This policy is a 'must read' for all physicians and medical students.

Citation	Social Media: The opportunities and the realities Canadian Medical Protective Association, October 2014
Website	https://www.cmpa-acpm.ca/en/advice-publications/browse-articles/2014/social-media-the-opportunities-the-realities
Access	Open access, subject to CMPA terms of usage
Nature	Educational article
Focus	Practicing physicians in Ontario
Content	This article discusses the benefits of social media for both learning and patient care. It provides cautions, outlines professional obligations and offers 4 questions for practitioner reflection, and includes suggestions for getting started using social media.
Utility	Provides a good overview for those unfamiliar with social media and provides useful advice. Straightforward directions could be helpful in developing educational offerings

Citation	Using electronic communications, protecting privacy Canadian Medical Protective Association. Oct 2013, reviewed Jan 2016.
Website	https://www.cmpa-acpm.ca/en/advice-publications/browse-articles/2013/using-electronic-communications-protecting-privacy
Access	Open access, subject to CMPA terms of usage
Nature	Educational article
Focus	Practicing physicians
Content	Discusses the use of electronic communication including email, texting/messaging, Skype, FaceTime and patient portals. It provides cautions, outlines professional obligations includes references and a pdf consent document.
Utility	Provides a good overview and useful advice. Straightforward directions could be helpful in developing educational offerings

Citation	Good Practices Guide: Communication>e-communication Canadian Medical Protective Association Undated
Website	https://www.cmpa-acpm.ca/serve/docs/ela/goodpracticesguide/pages/communication/Privacy_and_Confidentiality/ecomunication-e.html
Access	Open access, requires entering user's position and university
Nature	Educational module
Focus	Medical students, residents, teachers
Content	The e-communication is one section of the larger Communication module of the CMPA's Good Practices Guide. It is organized into key concepts, good practices, checklists and illustrative cases with lessons learned.
Utility	This module is useful for independent learning by both teacher and learner, and would also be useful for developing teaching sessions.

Citation	Good Practices Guide: Professionalism>social media Canadian Medical Protective Association Undated
Website	https://www.cmpa-acpm.ca/serve/docs/ela/goodpracticesguide/pages/professionalism/Social_media/developing_your_digital_presence-e.html
Access	Open access, requires entering user's position and university
Nature	Educational module

Focus	Medical students, residents, teachers
Content	Social Media is one section of the larger Professionalism module of the CMPA's Good Practices Guide. It is organized into key concepts, good practices, Do's and Don'ts and includes illustrative cases with lessons learned. There are links to teaching resources.
Utility	This module is useful for independent learning by both teacher and learner, and would also be useful for developing teaching sessions.

Citation	CFMS Guide to Medical Professionalism: recommendations for social media. Canadian Federation of Medical Students. 2013
Website	https://www.cfms.org/files/internal-policy-bylaws/CFMS%20Guide%20to%20Social%20Media%20Professionalism.pdf
Access	Open access
Nature	Guideline written by CFMS
Focus	Medical students
Content	<ul style="list-style-type: none"> (1) Guidelines for medical students about professional boundaries and behaviour online emphasizing social media (2) A section on best practice recommendations (3) A section with several case studies (both the case study and a discussion with suggestions for appropriate behaviour in each scenario are included) (4) A review of the literature on professionalism for medical learners in social media
Utility	- There are helpful case studies with guidance for appropriate behaviour - useful for small group discussions. The recommendations are practical, relevant and applicable for students. It is a fairly comprehensive resource, however it is lengthy and detailed and not well designed for consultation by learners

ONTARIO

Citation	Social Media - Appropriate Use by Physicians College of Physicians and Surgeons of Ontario. Undated
Website	http://www.cpso.on.ca/Policies-Publications/Positions-Initiatives/Social-Media-Appropriate-Use-by-Physicians
Access	Open access
Nature	Position clarifying how existing professional expectations can be met in the social media sphere, includes best practice guidelines
Focus	Physicians
Content	Reinforces professional obligations of physicians including privacy, confidentiality, boundaries, conflict of interest and legislation & law. Includes best practice guidelines
Utility	Obligation and guidelines are useful content

Citation	Appropriate Use of Social Media by Physicians: Frequently Asked Questions. College of Physicians and Surgeons of Ontario May 2013
Website	http://www.cpso.on.ca/uploadedFiles/policies/positions/Social-Media-FAQ.pdf
Access	Open access
Nature	PDF document intended to accompany the CPSO position on social media
Focus	Physicians
Content	Brief tips and clarification of larger policy document
Utility	May be useful for individual reading when unclear about the CPSO position

Citation	Pause Before You Post: an e-learning module for regulated healthcare professionals, Ontario ?2013
Website	Can be found on a number of websites for regulated healthcare professionals. Here is one: http://www.crto.on.ca/members/professional-development/e-learning/
Access	Open access
Nature	e-Learning module, for self learning and assessment
Focus	The identical module is available on the websites of 6 regulatory authorities in Ontario but does not include physicians
Content	Module consists of slides accompanied by audio and practice scenario with an interactive self test

Utility	While not clearly dated, and generic, the practice scenarios are applicable to all health professionals. Could be used for self-study, or as an assignment for teachers and learners
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Citation	Guidelines for Best Practices in the Use of Social Media Ontario Psychological Association OPA Communications and Member Services Committee. March 2015
Website	http://www.psych.on.ca/OPA/media/Public/OPA%20Guidelines%20and%20Reviews/GUIDELINES-FOR-BEST-PRACTICES-IN-THE-USE-OF-SOCIAL-MEDIA.pdf?ext=.pdf
Access	Open access
Nature	Guideline
Focus	Those working in psychology in Ontario
Content	Very clear, detailed and explicit guidelines on the use of social media for interacting with clients, colleagues and the public.
Utility	Specific details for disclaimers, copyright, infringements and dealing with trolls may be helpful for learners and practitioners outside of psychology.

Citation	Guidelines for Best Practices in the Use of Electronic Communication Ontario Psychological Association OPA Communications and Member Services Committee. February 2015
Website	http://www.psych.on.ca/OPA/media/Members/Guidelines/Guidelines-for-Best-Practices-in-Electronic-Communications.pdf?ext=.pdf
Access	Open access
Nature	Guideline
Focus	Those working in psychology in Ontario
Content	Very clear, detailed and explicit guidelines on the use of electronic communication for interacting with clients and colleagues. Discusses different types of email and mobile devices.
Utility	Specific details for on devices and different email types may be helpful for learners and practitioners outside of psychology.

OTHER COUNTRIES

Citation	Henning M, Hawken S, MacDonald J, et al. (2017): Exploring educational interventions to facilitate health professional students' professionally safe online presence. Medical Teacher DOI: 10.1080/0142159X.2017.1332363
Website	N/A
Access	Copyrighted
Nature	This original research is a qualitative multinational, multi-institutional, multi professional study to clarify how and why students use Facebook; and what strategies they thought might be useful to ensure professional usage.
Focus	Nursing students, paramedics, medical students
Content	The results show the need for guidance in formal education for the safe and appropriate use of social media. Results identified that students negotiate various identities to develop their professional roles through social media.
Utility	This reference serves as a reference to support the need for formal education on social media safety and utilization. The results are not directly applicable given that the study occurred in New Zealand, Australia and Wales in 2013-4, which is a different educational + social culture than McMaster.

Citation	American Medical Association Policy: professionalism in the use of social media. 2010 ?
Website	American Medical Association website Policy finder
Access	Open access
Nature	Downloadable document
Focus	Physicians practicing in the USA
Content	Outline of precautions for using social media
Utility	Useful for comparison purposes. Limited by lack of publication date

Citation	WMA Statement On The Professional And Ethical Use Of Social Media. World Medical Association (October 2011)
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Website	https://www.wma.net/policies-post/wma-statement-on-the-professional-and-ethical-use-of-social-media/
Access	Open access
Nature	Policy statement that aims to discuss the ethical challenges around social media usage by medical learners and physicians and make recommendations.
Focus	Physicians and medical learners of all levels, medical educators, globally
Content	Discusses both the benefits and drawbacks of internet and social media use by medical trainees and physicians. Provides 10 general recommendations about privacy and confidentiality, boundaries and professionalism in social media use.
Utility	The recommendations are very general, and do not provide very specific guidance on social media use. This resource may be more useful for institutions developing guidelines for social media use, rather than for use directly by students and teachers.

Citation	Farnan JM, Snyder Sulmasy L, Worster BK, et al. Online Medical Professionalism: Patient and Public Relationships: Policy Statement from the American College of Physicians and the Federation of State Medical Boards. <i>Ann Intern Med.</i> 2013;158(8):620-627.
Website	http://annals.org/aim/article/1675927/online-medical-professionalism-patient-public-relationships-policy-statement-from-american
Access	Open access
Nature	Position paper/policy statement
Focus	Physicians, residents, medical students in USA
Content	Joint statement from the American College of Physicians and the Federation of State Medical Boards on the use of online platforms by physicians, both for non-clinical use, as well as interactions with patients and colleagues. Focuses on the influence of social media (such as blogs, forums and social media sites, as well as texting and emailing) on the patient-physician relationship, public perception of physician behavior and confidential physician to physician communication.
Utility	Very relevant to physicians and medical learners and outlines professional use of social media, as well as use of online platforms, text messaging and email for physician to physician communication about patient information Although focuses on physicians and the physician-patient relationship, can be generalized to other health care professionals.

