

## Family Medicine APP Residency Program

### Social Media Policy

Social media is an increasingly current way to communicate, both at work and in our personal lives. Because many people use social media for both personal and professional communication, it is possible for the personal and professional arenas to overlap within social media contexts. Sometimes, personal use of social media can have an impact on professionalism and interfere with one's professional roles and duties. Social media can blur the line between personal and professional. This policy is intended to provide guidelines and clear expectations about the resident's use of social media.

#### Policy:

1. Residents may use social media tools for personal and professional communication.
2. Residents are expected to consider the possible impact on their professional reputation and on interactions with patients, and to err on the side of caution, when using social media tools.
3. For electronic communication with patients, residents are encouraged to use MyChart. This is a safe, encrypted form of communication with patients. Email is discouraged.
4. Residents are prohibited from using personal social media accounts to communicate with patients regarding patient care issues.
5. Residents are encouraged to consult with their mentor or one of the program staff if they are uncertain about whether specific communications or practices using social media tools are professional and/or appropriate.

Procedure: There is no specific process for monitoring resident use of social media. Residents are expected to use their best judgment when using social media tools. It is never permissible to post Protected Health Information (PHI). If a peer or a patient raises a concern about a resident's use of social media, the program director will investigate the situation and discuss further with the resident as appropriate.