

This template can be customized. It is recommended to check with your legal advisors on what's acceptable for your practice.

Social Media Principles

Whether you are Twittering or chatting with patients in the office, we expect you to represent (*practice name*) everyday with the same values, ethics and confidentiality policies. Remember, your responsibility to (*practice name*) isn't confined to the walls of the office. For that reason, these principles apply to both professional and personal use as it relates to (*practice name*) and social media.

Be Authentic

It's a conversation. People are wary of posts that are always polished so talk as you would talk to real people and patients in professional situations.

Be Relevant

Keep the conversation meaningful and relevant to the community. Write what you know.¹ If you are unfamiliar with a subject matter, do the research before commenting.

Be Social

Resist the temptation to focus only on a promotional agenda. Invest time in gaining goodwill with people through interesting content and engaging conversation that creates an environment where people feel comfortable sharing and connecting.

Be Responsive

Reply to relevant comments, questions and patient inquiries quickly, when a response is appropriate. Remember, time is of the essence on the web.

Be Respectful

When interacting with others, be courteous and considerate, even when you disagree. Avoid subject areas that are likely to be controversial, such as politics and religion.

Be Transparent

Welcome all types of conversation – supportive, critical or otherwise.² People are watching *how we respond* to feedback just as much as they are watching what's being said. Use feedback to make our patient experiences better.

Be Professional

Represent our practice in a professional manner. If critical feedback is shared, show that we care even when things are not perfect by responding with sincerity and taking the exchange offline to keep details private.

Be Legal

Don't do anything that breaks the law. Do not share confidential information concerning the practice or our patients and their personal health info, including images, without the proper commercial consent.

Be Responsible

Before you hit 'publish', pause and reread. If you wouldn't want that post to be forever associated with our practice or your name, then don't post it.

¹ Credit the original source of information when citing facts or referring to other's intellectual property. Link to the original source when possible.

² Comments should only be deleted if they are abusive, off-topic, promote hate, contain excessively foul language or are blatant spam.