

Hi-Touch Health Care: The Critical Six Soft Skills
Workplace Ethics and Professionalism Competency:
Social Media and Technology Use

KEY

1. Enhances patient education and access to healthcare professionals
Enhances patient and employee access to support networks
Enables worldwide networking and educational opportunities
Easy access to valuable health and wellness information
A source of frequent, topic-specific updates (Facebook, Twitter, Pinterest, etc.)
2. Maintain professional boundaries
Know the pertinent social media policies
Maintain personal and private accounts
Exercise extreme caution when discussing any patient-related experiences
Avoid discussing co-workers online
Avoid the use of “Selfies” on the job
3. Myths –
Privacy settings are adequate to protect communications.
If you send information marked as confidential, you are protected.
If you delete a photograph or post, it will no longer be available.
You will not be liable for a breach of confidentiality if you do not identify patients.
If you use humor in your blog post or communications, everyone will know that your intention is not serious.
If you think it is appropriate to post or communicate information, then it is okay to do so.
Facts –
Privacy settings can be changed without a person knowing it.
Anyone can resend information to anyone.
Deleted material can be copied or transmitted by others before it was deleted.
You can be held accountable for identifying patients through the use of pseudonyms.
Even though humor may be your intent, others may be offended by your comments.
You should check with a colleague or supervisor before posting work related information.
4. Personal preference answer

