

Using Social Media

Key points:

- Social media can blur the boundary between an individual's public and professional lives
- Dentists should have conservative privacy settings - be aware that not all information can be protected on the web
- The ethical and legal duty to protect patient confidentiality applies equally on the internet as to other media
- It would be inappropriate to post informal, personal or derogatory comments about patients or colleagues
- Dentists should not accept 'friend' requests from current or former patients
- Defamation law can apply to any comments posted on the web made in either a personal or professional capacity

Dentists should be conscious of their online image and how it may impact on their professional standing!