


SUMMARY OF NEW HCPC SOCIAL MEDIA GUIDELINES



For those who want to review the updated document from the HCPC head to www.hcpc-uk.org/ and search for Guidance on Social Media.

by Emily Foster, RD | GlowingPotential.com


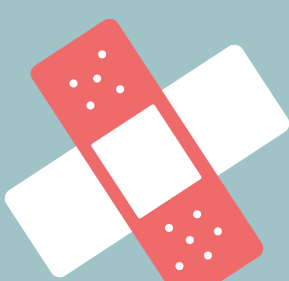
THINK BEFORE YOU POST

Remember who on Social Media can read your posts and manage your privacy settings accordingly. Check out the different platform privacy settings below.

Facebook: bit.ly/FacebookPrivacyS

Twitter: bit.ly/TwitterPrivacyS

Instagram: bit.ly/InstagramPrivacyS




CONFIDENTIALITY TOP OF MIND

Unless you have permission to do so, through no post should you be able to identify a patient, client, etc.

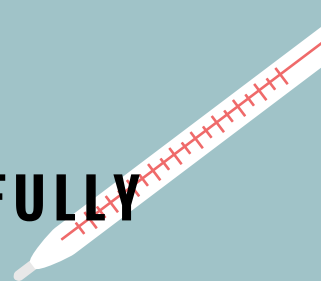
PROFESSIONAL BOUNDARIES

Just as you would maintain professional boundaries at work, make sure you do so online with clients, patients, colleagues, etc.




COMMUNICATE POLITELY & RESPECTFULLY

As you would at work, communicate politely & respectfully. Avoid using language that others might consider to be inappropriate or offensive.




REMEMBER HONESTY & TRUST

Promote the trust and confidence in your profession. Any promotional activity you are involved in must be accurate and transparent, do not mislead.



FOLLOW YOUR EMPLOYERS SOCIAL MEDIA POLICY

Ask if your employer has a Social Media Policy, chances are that they probably do... and you should be following it. This may include putting a statement in your profile saying "My opinions are my own".



IN DOUBT? GET ADVICE

Consult the HCPC, your trade union, experienced colleagues, and your professional body for more advice.

KEEP POSTING!

Social Media can be a great way to promote your profession, network and help the public understand your role!

