



## THE ASSOCIATION OF PAEDIATRIC CHARTERED PHYSIOTHERAPISTS

*A Professional Network of the Chartered Society of Physiotherapy*

### **Social Media Policy**

The Chartered Society of Physiotherapy (CSP) and the Health and Care Professions Council (HCPC) both have social media policies that are adhered to by the Association of Paediatric Chartered Physiotherapists (APCP).

The APCP does not necessarily agree with opinions expressed and does not necessarily endorse any products or courses advertised.

### **Specific Guidelines Protecting Patient Confidentiality and Data**

- As an organisation and as individuals, we have a legal and ethical duty to protect the confidentiality and information of our patients and service users.
- Users should NEVER disclose information on any form of social media sites (including internet forums, private messaging, blogs or social networking sites) which identifies or could identify a patient. Users should remember that whilst single pieces of information may not identify an individual patient, the sum of published information about that individual available from different sources, may be enough to identify the patient from the information posted.
- Even where users are confident that patient confidentiality will not be breached, informal discussion about patients on internet forums (in particular, personal or derogatory comments about patients) is not permitted.

### **Respecting Colleagues and Other Individuals**

- It is important to note that defamation law applies equally to comments made on the internet as it does to comments published in other media.
- Users must not publish on social media anything related to colleagues, patients, service users, customers, clients, business partners, suppliers, vendors or other stakeholders.
- Users must not publish on social media anything that others could find offensive, including discriminatory comments, insults or obscenity.
- Clinicians should also be mindful of maintaining their own reputation/image as professionals and of the ethical standards and standards applicable to their profession (see [Social Media guidance for CSP members](#) and [HCPC Focus on standards- social networking sites](#) )
- Such users should be careful about the information which they make available about themselves on social media sites. Clinicians should also be aware of the ethical issues which may arise from use of social media and the need to maintain professional relationships with patients. For example, members would be advised against accepting friend requests from patients on Facebook.
- Circulating or posting commercial, personal, religious or political messages, are also prohibited.

*For information on all APCP activities visit:*

**<http://apcp.csp.org.uk>**