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NZMA Doctors-in-Training Council

Saturday, August 13, 2016

(Plenary)

14:40 - 15:00 Pitfalls and Uses of Social Media in Medicine

Pitfalls and Uses of Social Media in Medicine

Dr Mariam Parwaiz

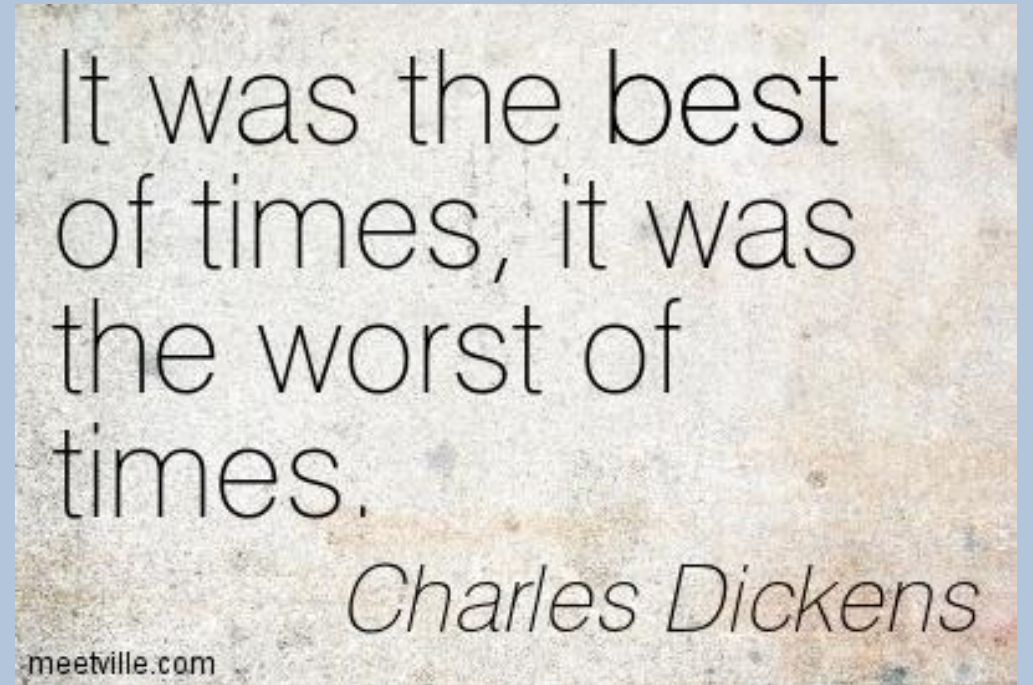
About me

- PGY4
- Otago grad
- Public Health Medicine Registrar
 - MPH student at UoA
- Deputy Chair, DiTC NZMA
- NZMSA Executive 2011-2012
- Passionate about global public health
- Love twitter! - @MariamParwaiz



A tale of two social media

- A great way to present your professional self online
- However, the online world is a carefully crafted image of oneself
- A great way to learn and share medical education knowledge
- However, make sure to never identify a patient or colleague





Definite don'ts

- **Confidentiality**

- Don't identify patients
- Anonymise, de-identify patients when engaging in medical education online

- **Defamation**

- Don't badmouth patients, colleagues, current or potential future employers
- Maintain professional boundaries online

- **Doctor-patient boundaries**

- Don't be friends with patients online

Think twice before

- Becoming a member or fan of any group that might be considered racist, sexist, or otherwise derogatory
- Putting up photos or videos of yourself online that you would not want your patients, employers, or people from your workplace to see
- Assume that once it's online, it might be there forever!

Be aware

- Of privacy settings on various social media
- If you have a personal profile, give yourself a measure of privacy by knowing the privacy settings
- Employers and Colleges may perform backgrounds checks
 - Be conscious of your online image
 - University regulations





SOCIAL MEDIA AND THE MEDICAL PROFESSION

A guide to online professionalism for medical practitioners and medical students

NEWS GLOBAL FORUM TV RADIO SITE VIDEO ADVERTISING ANALYSIS INFO RECORD MEDICAL ETHICS PROFESSIONAL STANDARDS INFORMATION CONTENT BLOG YOU TUBE INDEMNITY BRAND BROADCAST FACEBOOK NETWORK DEFAMATION POLITICAL DEFAMATION INTERNET ONLINE PUBLICATION TODAY WORD POST DEFAMATION POLITICAL SITE VOICE COMMUNITY NETWORK TV RADIO INFORMATION NEWS GLOBAL FACEBOOK COMMENTS INDEMNITY BRAND MEDICAL INFORMATION DEFAMATION POLITICAL SITE VOICE COMMUNITY NETWORK TV RADIO INFORMATION NEWS GLOBAL FACEBOOK COMMENTS INDEMNITY BRAND

Useful resource

- A joint initiative of:
 - The Australian Medical Association Council of Doctors-in-Training
 - The New Zealand Medical Association Doctors-in-Training Council
 - The New Zealand Medical Students' Association
 - The Australian Medical Students' Association,



– Policies

- [* About](#)
- [* Archives](#)
- [* Council Resolutions](#)

[+ World Medical Journal](#)[+ Medical Ethics Manual](#)[+ WMA DoH 1964-2014](#)[+ White Papers](#)[+ Background Documents](#)[+ Toolkits](#)[+ CPW Book](#)[+ Speaking Books](#)[+ Videos](#)

WMA Statement on the Professional and Ethical use of Social Media

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Adopted by the 62nd WMA General Assembly, Montevideo, Uruguay, October 2011

DEFINITION

Social Media is generally understood to be a collective term for the different platforms and applications that allow user-generated content to be created and shared electronically.

PREAMBLE

The objectives of the proposed policy are to:

- Examine the professional and ethical challenges related to the increasing usage of social media by physicians, medical students and patients.
- Establish a framework that protects their respective interests.

Social media is a distortion of reality!

- Social media is not “real” – it’s a carefully curated image of a person often designed to generate the most likes
- Remind yourself often that what you see online is not a standard by which you should grade your day-to-day life
- Don’t believe all the #FOMO and #YOLO posts



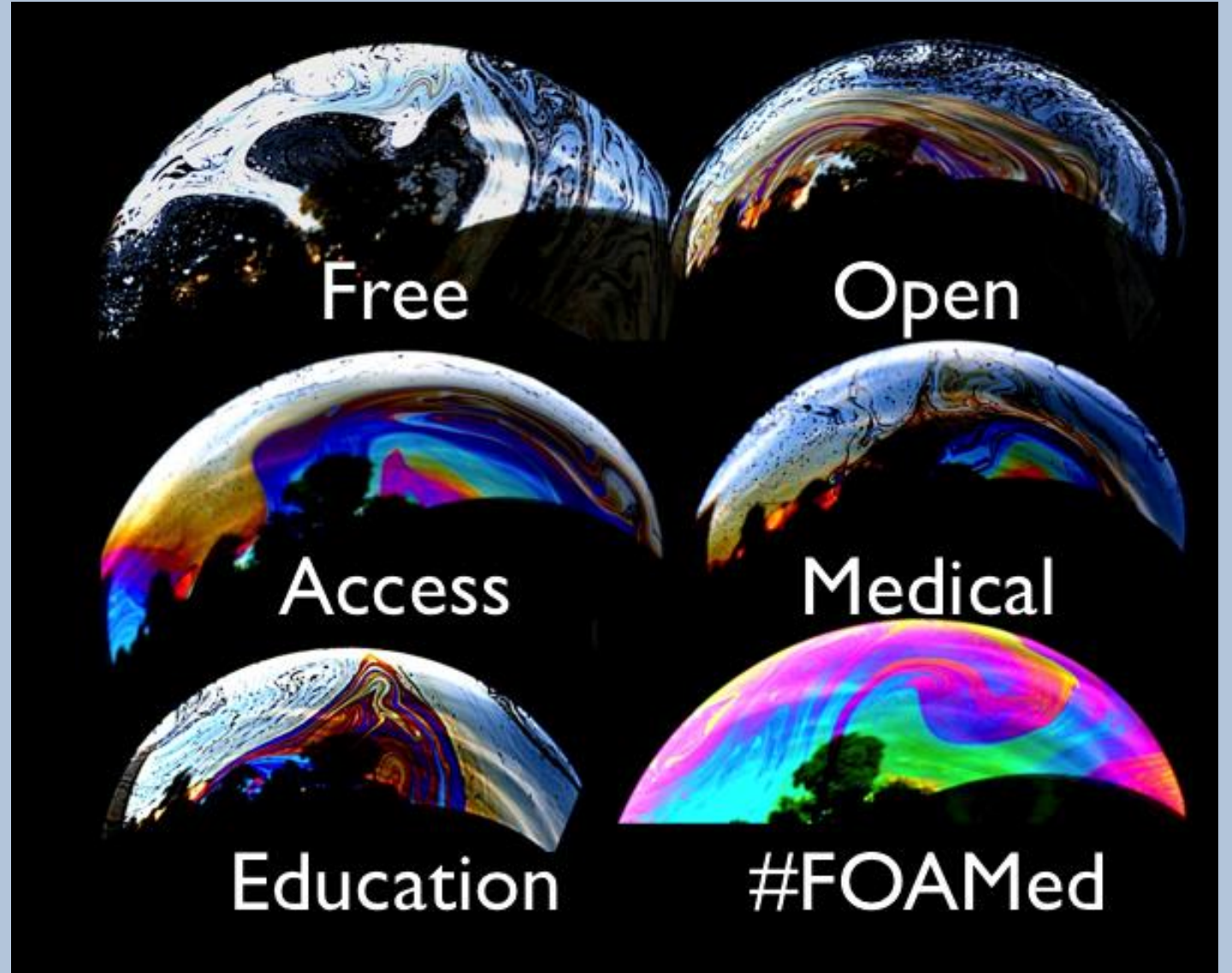


Benefits and opportunities of social media

- Social media can be an effective tool for medical education and networking with people from around the world
- As health professionals we have a duty to participate in public discussions about health
 - “If we don't [engage in social media], the chiropractors, celebrity health hacks, and snake oil salesmen of the world will answer our patients questions for us.” - *Ash Witt*

Uses of social media

- Professional networking
- Professional education
- Organisational promotion
- Patient education
- Public health programmes



Know your social media

- Different social media should be used for different purposes
- Know what you want from social media and develop your online profile based on that



Social media is what you make of it

- Your online self is inevitably seen as an extension of your professional self
- For health professionals Twitter is the social medium of choice
 - Designed to be used as a conversational tool
- Twitter gives the opportunity to:
 - Connect, engage, learn, share, and be supported
- You are able to follow your own interests and discover new ones

Table 1 Getting the best out of Twitter

Use your real identity	It is easier to make a useful and authoritative contribution to debate if your identity is not hidden. Also, anonymity is only relative, so it cannot be relied on.
Be professional	Twitter seems ephemeral, but like anything else on the internet, the best principle is to remember that anyone, including your chief executive and your patients, can read anything that you type forever.
Preserve confidentiality	Do not discuss individual patients.
Do not give medical advice to individuals	Questions can be directed to patient organisations, for example, The British Lung Foundation in the UK (@lunguk).
Be kind and treat colleagues and others fairly and with respect	This speaks for itself. If you have to think twice about tweeting something you probably should not.
Irony does not work well on Twitter	The text allowed is short, so sometimes, this sort of nuance gets lost.
Have fun and take it slowly	Most people start slowly to get a feel for how twitter works.

Engage and share



And network!



Sir Michael Marmot
@MichaelMarmot



Following

And very good review it was, too. thank you

Mariam Parwaiz @MariamParwaiz

I reviewed Sir @MichaelMarmot's latest book: The Health Gap for NZMJ Digest
digest.nzma.org.nz/?iid=140004#fo...
@NZMAchair #SDoH #equity

RETWEETS
2

LIKES
3



1:05 AM - 16 Apr 2016

 2 3



Reply to @MichaelMarmot

Opportunities abound

- I was approached to join this international movement based on my Twitter activity





Three take home points

- Be aware of the pitfalls of social media and be familiar with privacy settings
- Remember your online self is an extension of your professional self
- However, social media is a feature of our time and can be an effective and powerful tool for further professional development

Thank you!



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