

# Do's and Don'ts for Using Social Media as a Doctor



## DO



### Sign up for physician-only social networks

Use them to get second opinions on patient cases, share referrals, talk shop with colleagues, search for jobs and more.



### Leverage social media to attract and retain patients

No huge time investment needed—just focus on one network to start and ask staff to brainstorm ideas for posts.



### Post educational content to encourage patients' self-care

It's a chance to extend your influence beyond the exam room and show patients proper preventive/follow-up care.

## DON'T



### Disclose any identifying patient information

Even if you're among fellow MDs, it's still considered a privacy and security breach to expose protected health information.



### Overlook a post's tone or ignore typos

The goal is to get new and existing patients interested in your practice without sounding too promotional. Mind your spelling, too.



### Fill your posts with medical jargon

Explain concepts in easy-to-understand terms and include links to graphics or videos when possible to better illustrate your points.