



# Social Media & Digital Consultation Guidelines

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# Background

- Social media is simply sharing information online.
- Many social media platforms and dietitians in Malaysia are increasingly sharing their thoughts via these platforms



# Background

- Benefits:
  - Faster and easier information sharing,
  - Information share is long lasting
  - Higher reachability
- The pandemic Covid-19 has given rise to the use of digital platform in delivering patient care and information sharing
- Perfect time to establish a local guideline for dietitians on appropriate ethics while using the digital platforms



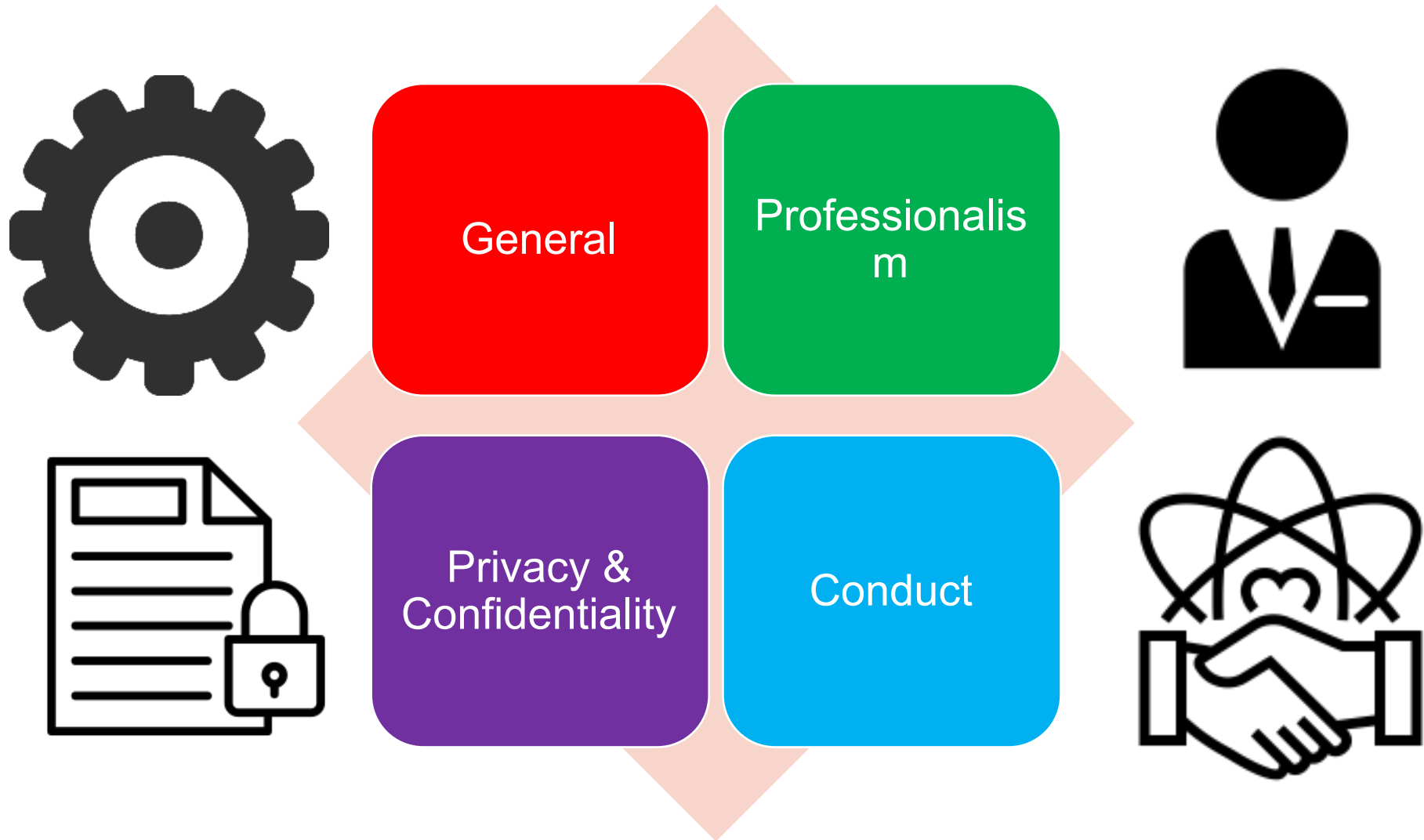
# Objectives of the Guidelines:

- To **encourage and guide** MDA members to **uphold professionalism** on all platforms of digital consultation or social media interaction
- To **promote safe and ethical practices** on digital platforms or social media interaction
- To encourage members to **protect client's and personal privacy and confidentiality** while consulting and sharing information on digital platforms

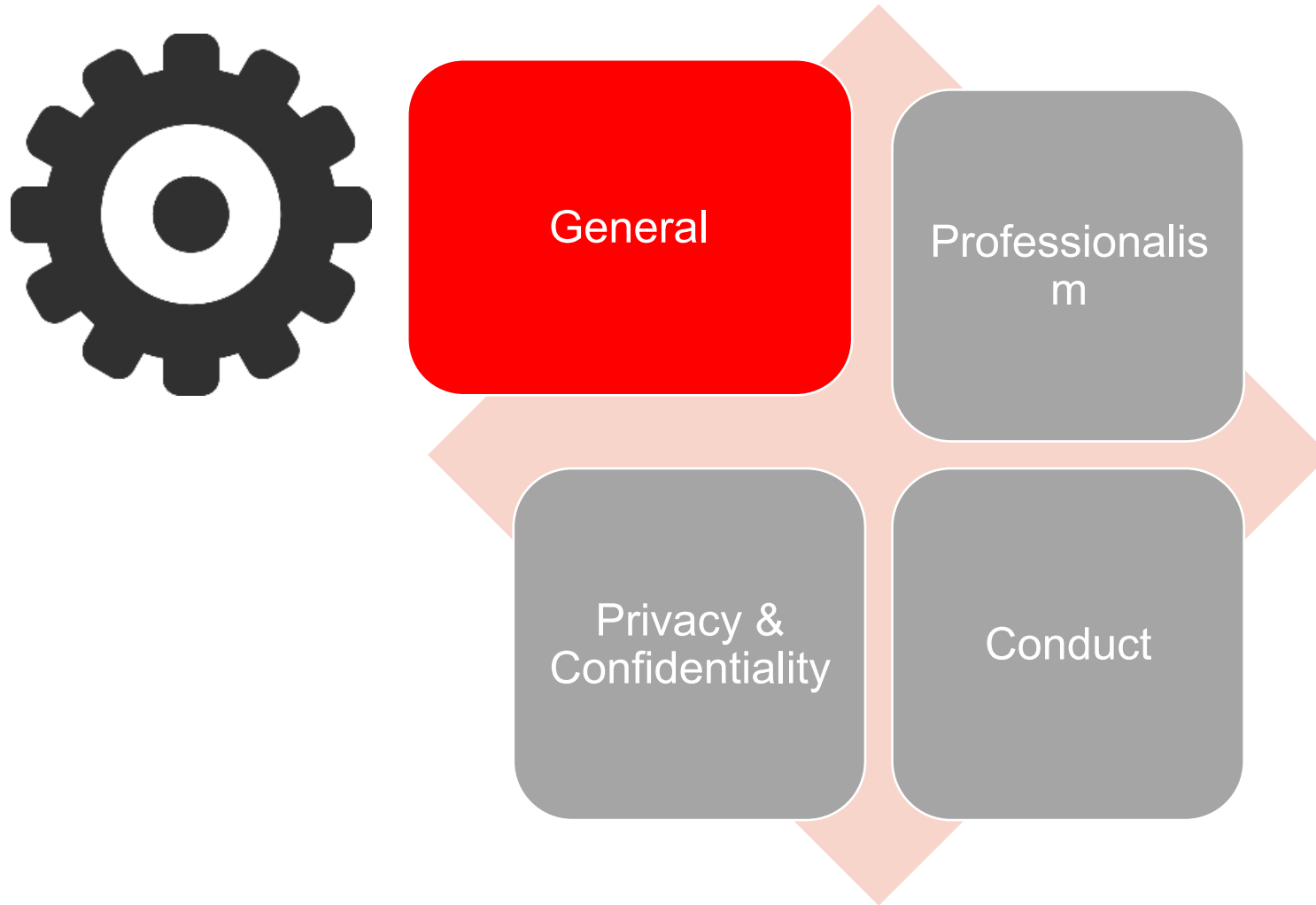
# SOCIAL MEDIA GUIDELINES



# Social Media Guidelines



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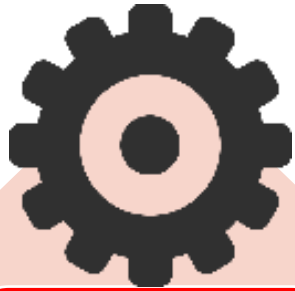
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- Choose the correct and suitable platform  
Eg: Instagram for photos or infographics, Twitter for short messages, Facebook for longer messages, Blogs for articles
- Think twice before posting anything – ensure you are using the correct channel
- Respect diversity and remain appropriate and polite



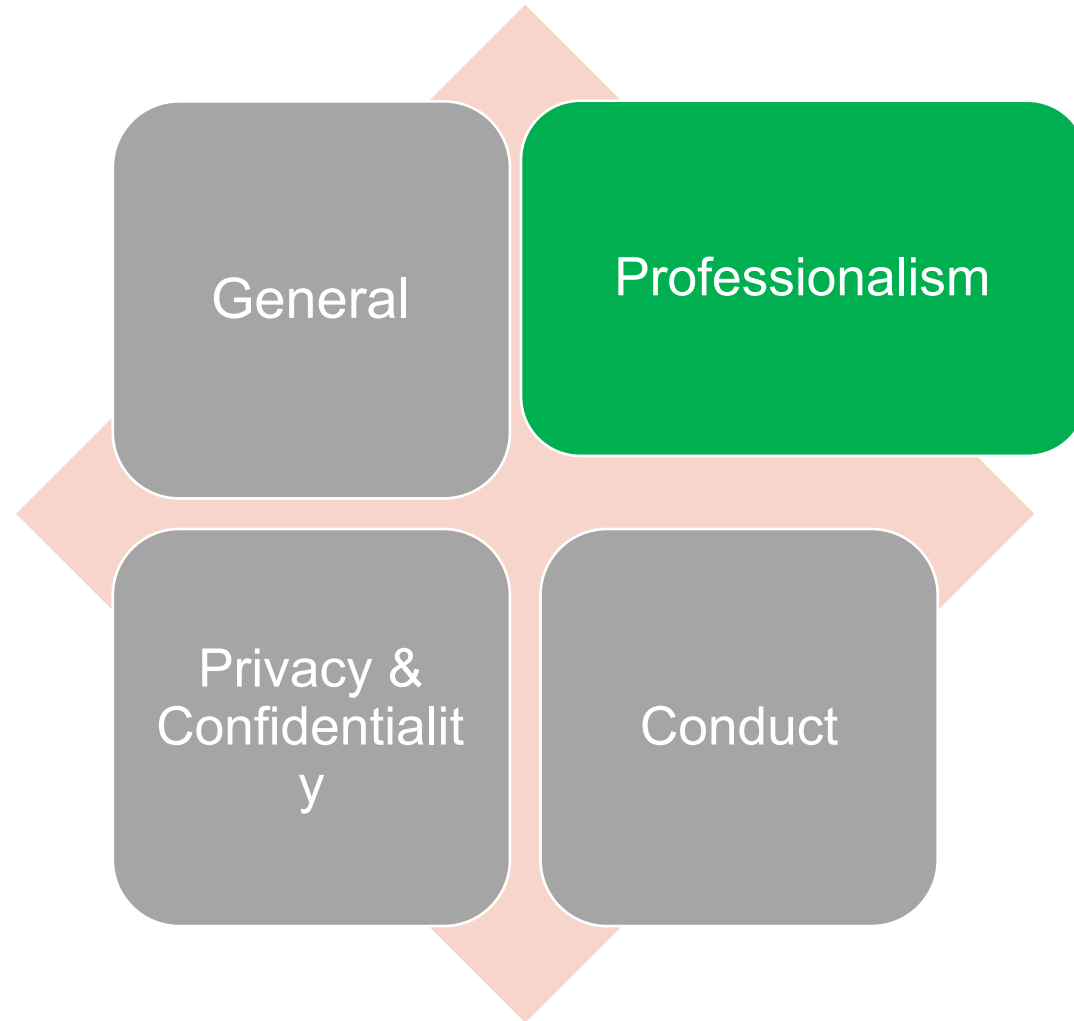
# Social Media Guidelines



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- Always refer to and follow your **employers' guidance and policies** in relation to social media.
- When posting on platforms with limited characters per posting such as Twitter, **avoid over-simplifying** long information to prevent wrong interpretation of your message.

# Social Media Guidelines



# Social Media Guidelines



Professionalism

- Set **boundary** between professional and personal life.
  - Separate private and professional social media profiles and pages.
- Place a **disclaimer** on your blog or social media accounts about **the scope of your nutrition news and tips** to prevent being misinterpreted as medical advice
- **Be cautious** responding to direct requests for nutrition advice. Always refer the client to come seek professional advice for better assessment

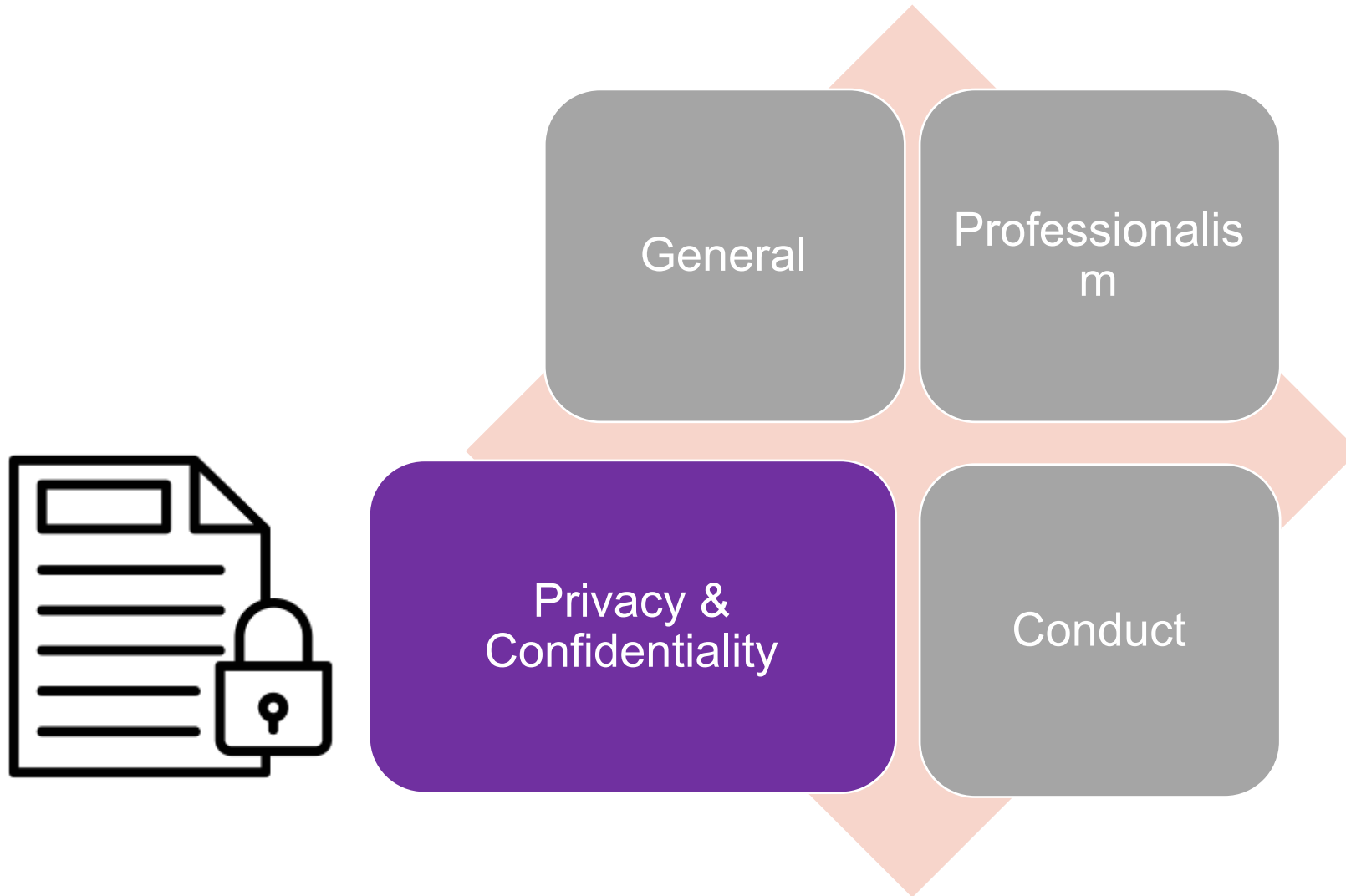
# Social Media Guidelines



Professionalism

- **Show support** to your colleagues by sharing their contents with acknowledgement
- **Admit your own mistakes**. Be upfront and correct it quickly.
- **Be clear** if you're generating content as an individual, company or organization
  - Make sure your profile lists who you work for ie Company Dietitian for XX.
- Avoid sharing images or content which are not yours without **crediting the source**.

# Social Media Guidelines



# Social Media Guidelines



Privacy  
&  
Confidentiality

- Ensure that any patient or case study **cannot be identified** by the information you post
- **Never share** private or personal information about your patients, clients, work or co-workers **without consent**. If sharing with consent, **ensure full anonymity**
- Ensure photos **do not contain anything offensive** or things that may compromise **privacy or personal safety** of any individual

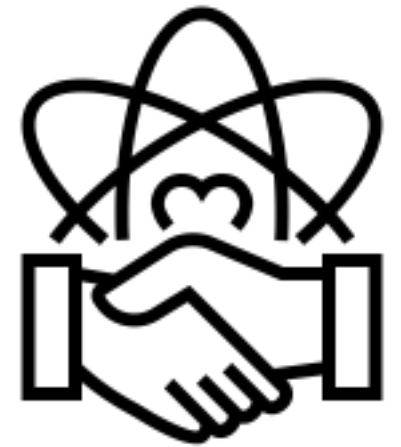
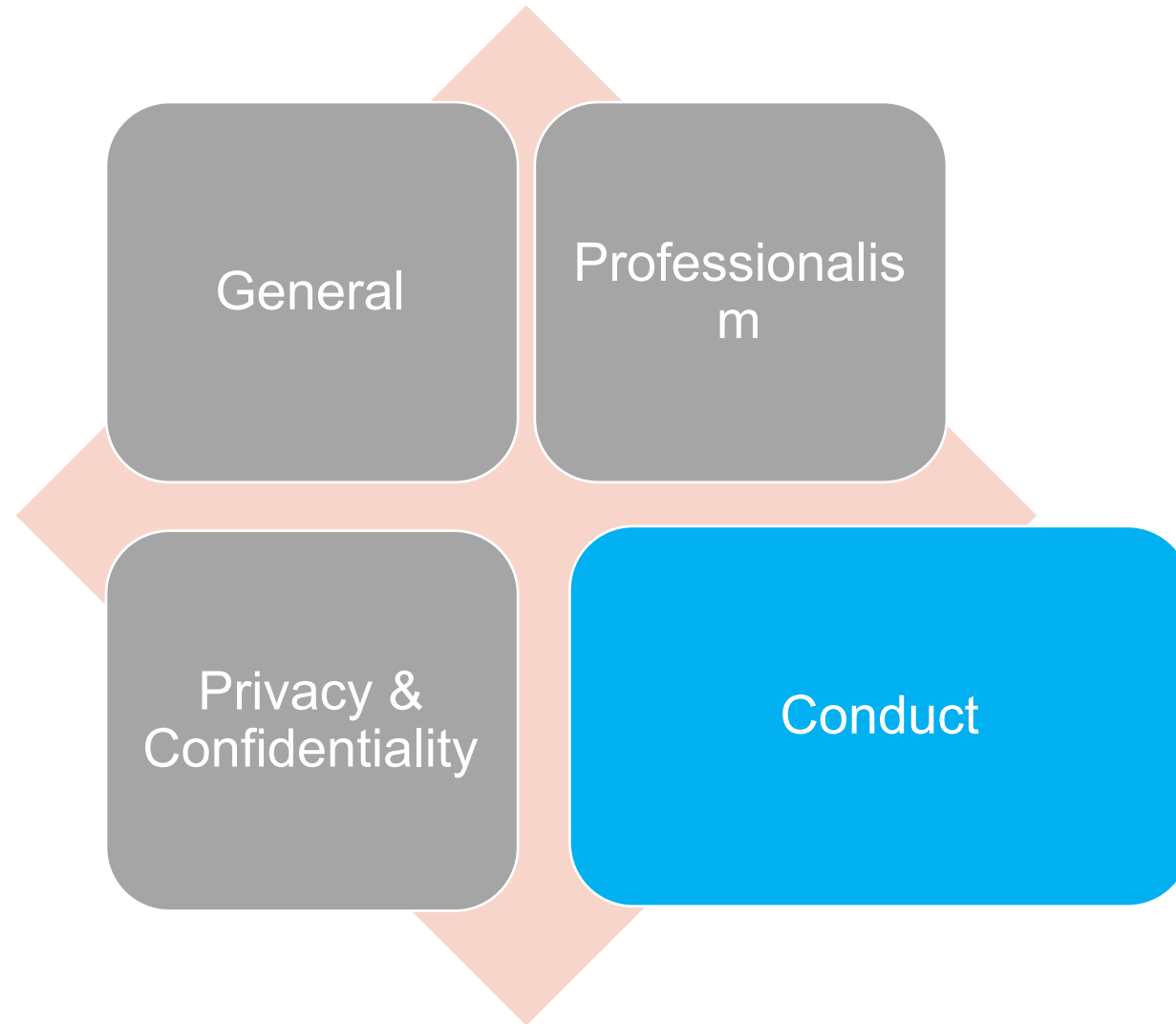
# Social Media Guidelines



Privacy  
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- **Never share** any client's photos or videos **without consent**.
- If you need to share clients photos, **always cover up the face** and place disclaimer that you have consent to share the photos
- **Your Privacy** : Be choosy when adding geolocator to your updates or using check-in tools, like FourSquare or Facebook Places. You do not want anyone to know your address and activities

# Social Media Guidelines





# Social Media Guidelines



Conduct

- **Correct any untruths** – present evidence rather than merely arguing, post your correction and provide link to the **source of information** such as academic studies
- **Avoid** involving in **heated and endless arguments** with anyone online.
  - May ruin your professional image and pose risk to your safety
- **Ignoring or blocking** the person involved is often the quickest and easiest way to prevent confrontational dialogue escalating

# Social Media Guidelines



Conduct

- If you have a strong desire to respond, **ensure your response is calm and positive** but be prepared to **walk away** if a further negative comment is received
- Refrain from making **controversial statements** as they are more likely to receive controversial responses.
- Never respond to **abusive comments** with further abusive comment

# Social Media Guidelines



## Conduct

- Refrain from making remarks that are **offensive, untruthful, threatening, discriminatory or demeaning**. These can have far reaching repercussions.
- **Don't “behave” or comment** in a way that you wouldn't in a professional meeting.
- Refrain from **being emotional and revengeful** over any individual or group of people
- Refrain from commenting or sharing information **beyond your field of**



# DIGITAL CONSULTATION GUIDELINES

# Digital Consultation Guidelines

- **Follow your organization** guidelines if you have one
- Choose a **trusted platform** for your virtual consultation to **ensure privacy and confidentiality** of information shared through consultation
- Always **obtain consent** from your clients before enrolling them for virtual consultation
- It is best **not to record** the consultation to prevent breach of information

# Digital Consultation Guidelines

- Any recordings, images, or information shared via the consultation **should not be shared** by either party to any third party
- To conduct the consultation in a **room or dedicated place** to maintain patient's privacy and confidentiality
- Always remember to conduct your session based on the **Nutrition Care Process (NCP)** especially the nutrition assessment, which should be done thoroughly to prevent misdiagnosis
- After virtual consultation, **document your care plan** in patient information system. If you are a freelancer,

