Ten Tips for Use of Social Media

1. **Get involved.** Take advantage of the greatest opportunity to disseminate credible information and influence both our peers and our patients.

2. **Engage often.** To increase your profile, provide input, respond to others, and create new content.

3. **Always identify yourself.** Everything is discoverable; anonymity is a myth.

4. **Protect patient confidentiality and privacy.** When activities involve your role as a clinician, make sure that anything done respects all relevant state and federal laws, including HIPAA.

5. **Contextualize your activities.** This enables online activities to be viewed in the appropriate context (i.e., personal opinion versus institutional viewpoint).
6. **Avoid impropriety.** Ensure that any potential conflicts of interest are readily disclosed.

7. **Give credit where credit is due.** Respect copyright, always.

8. **Professionalism is critical.** Online conduct should reflect your profession at all times.

9. **Separate the personal from the professional.** Maintain professional distance between you and your patients, in person and online.

10. **Be aware of your institutional guidelines on social media.** If you have any questions, seek guidance.

Learn about ASCO’s social media at [ASCO.org/about-asco/social-media](http://ASCO.org/about-asco/social-media)