

Ten Tips for Use of Social Media



American Society of Clinical Oncology

- 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](https://www.asco.org/about-asco/social-media)



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