

ETHICS & RESILIENCE GRAND ROUNDS

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Messages that cannot be unsent: Guiding Principles to avoid ethical pitfalls when using social media in healthcare

Winifred Badaiki, Ethics Fellow at HHS

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Social media is increasingly used in healthcare because of the practical function that it offers. However, because of the ever changing landscape of social media and the large and diverse audience that can be reached, several ethical and legal issues are constantly identified and raised.

This presentation will examine the ethical issues arising from social media use in healthcare such as consent, privacy and confidentiality, veracity and professionalism. It will also provide practical tips to aid health care providers and institutions in ensuring ethical usage of social media.

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Questions? Contact Sue Pantitis ext. 73661 or pantitis@hhsc.ca