Thanks for opening this draft policy up for public comment.

I applaud the decision to formulate a social media policy....I think it is long overdue.

My concern is the size??? 2 pages ??? Surely we can offer health practitioners a little more guidance than this?

In my opinion it would be terrific to mention the six major benefits of health care professionals embracing social media;

***The six key overarching benefits of social media (as referenced from***<http://blogs.ubc.ca/dean/2013/05/6138/comment-page-1/#comment-48138>)

(1) increased interactions with others,
(2) more available, shared, and tailored information,
(3) increased accessibility and widening access to health information,
(4) peer/social/emotional support,
(5) public health surveillance, and
(6) potential to influence health policy.

I feel you have addressed the limitations well ;consisting of quality concerns and lack of reliability, confidentiality, and privacy.

Social media is a powerful force, however health professionals are especially vulnerable to the common pitfalls. There is a terrific reference

Called THE SOCIAL MEDIA HIGHWAY CODE <http://www.rcgp.org.uk/~/media/Files/Policy/A-Z%20policy/RCGP-Social-Media-Highway-Code.ashx>

Created by the Royal College of General Practitioners in the UK this document outlines a ten step code, but also offers

specific advice on how to avoid common pitfalls. Wouldn't it be terrific to include some of these advice tips?

Hopefully these comments assist you in the enormous task of formulating a solid social media policy. I am always

available for further discussion. This is how I make my living these days, so anything to help!!

Regards,

Marion McRae aka The Social Physio