



COLLEGE OF MEDICAL LABORATORY
TECHNOLOGISTS OF MANITOBA

PD-02: Use of Social Media

CMLTM Practice Direction

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Social Media is fast becoming a common means of exchanging and creating information and sharing ideas and pictures. Social media includes Facebook, Twitter, YouTube, LinkedIn, MySpace, Yelp, Wikipedia, etc.

Social media is different from traditional types of media in terms of reach, the speed at which information is shared, the permanence of the information, and the ease at which information is accessed. It is important to recognize the risks when posting information online. Once the information is posted, it is very rapidly disseminated and can have global implications.

Confidentiality

- MLTs have a moral and legal responsibility to protect the privacy and confidentiality of clients. Never disclose any client information as any information could be enough for someone to identify a client.
- Information shall only be accessed on a “need to know” basis.
- MLTs must always comply with confidentiality laws and employer policies regarding social media usage.

Professionalism

- MLTs have the right to express their own opinion but must be aware that anything posted, even if done off duty and off premises, reflects on themselves and their profession.
- MLTs must always maintain professional and ethical conduct. Do not post derogatory remarks or sensitive information about clients, colleagues, supervisors, the workplace or a regulatory body.
- MLTs should maintain professional boundaries with clients and should be careful when considering “friend requests”.

Guiding Principles

- Positive aspects of social media usage are to be embraced, however sharing of inappropriate information could result in professional discipline such as fines, dismissal, and being reported to the professional regulatory body.