9

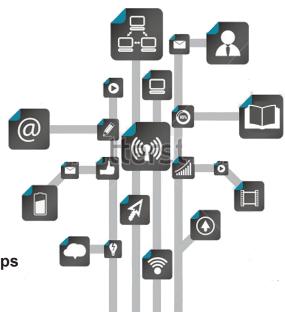
Principle Nine

Make sure your personal behaviour maintains patients' confidence in you and the dental profession

Social networking dos and don'ts

Do

- **∀** Behave responsibly online
- Think carefully before accepting friend requests from patients
- Remember that anything you post is in the public domain
- Regularly review your privacy settings to ensure that information is not accessed by unintended audience
- **✓** Protect patients' information
- Maintain appropriate boundaries in the relationships you have with patients



Don't

- ➤ Post any information (including photographs and videos) which could bring the profession into disrepute
- X Post information about patients on social networking or blogging sites
- X Make disparaging remarks about the competence, personality or performance of another member of the dental team
- ➤ Use social media to raise concerns about the possible abuse of children or vulnerable adults
- X Have discussions with patients about their dental care or treatments