



College of Naturopaths of Ontario

8 Social Media Tips for NDs

As health care professionals, naturopaths need to consider how they use social media channels, such as Facebook, Twitter, LinkedIn, YouTube, Instagram or Snapchat - both personally and professionally. This infographic is designed to provide general guidance and NDs are encouraged to review the resources at the bottom of this infosheet.



By design, social media is informal and easily accessible. Before posting, we recommend that Members always pause to ensure their post is verifiable, appropriate, professional, and within the standards set by the College. We urge Members to establish separate business and personal accounts and, where feasible, to “hide” or make personal feeds private.

HERE ARE 8 IMPORTANT THINGS TO CONSIDER BEFORE POSTING ANYTHING, WHETHER IT BE ON A PROFESSIONAL OR PERSONAL ACCOUNT.

- 1 Patient privacy and confidentiality must always be maintained. The best practice is to refrain from posting anything about a patient.
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- 2 Consider professional boundaries and do not cross them. Do not do something online that you would not do in person.
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- 3 Consider the requirements outlined in the *Standard of Practice for Advertising* and make sure the information you are posting is in compliance.
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- 4 Avoid any actual or perceived conflict of interest.
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- 5 Assume all content is public and accessible by all, including media.
- 6 Do not provide clinical advice to a patient through any social media platform.
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- 7 Any post can affect both the naturopath’s personal reputation as well as that of the profession. Do not post anything that could be seen to be unprofessional.
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- 8 Others may post on your account. It is your responsibility to ensure that content on any of your social channels and website does not contravene the College’s *Standard of Practice for Advertising*. Note that the standard also applies to testimonials and online reviews.

Related resources:

- [Standard of Practice for Advertising](#)
- [Advertising Guideline](#)
- [Advertising, Bio, and Website Do’s and Don’ts](#)