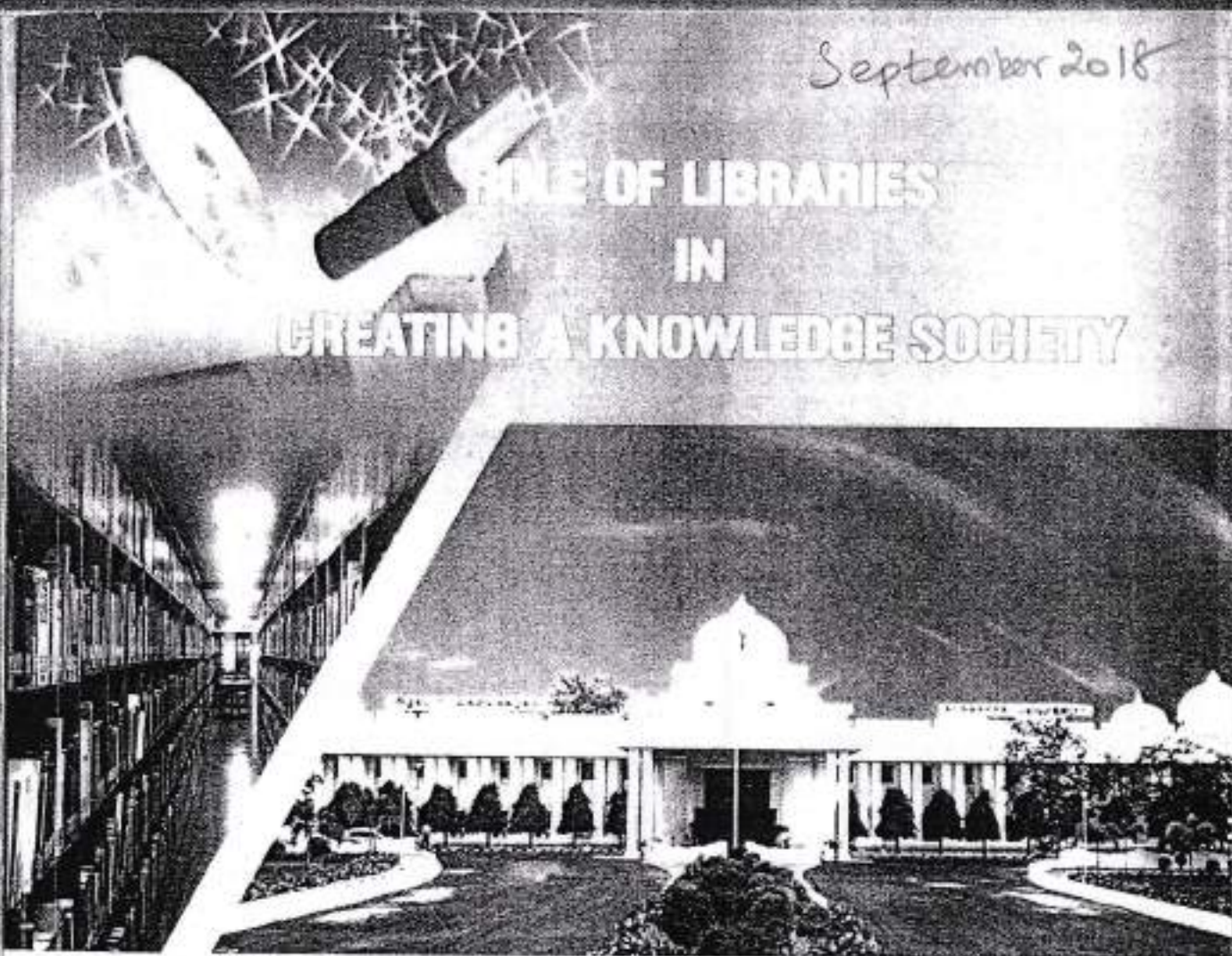


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# ROLE OF LIBRARIES IN CREATING A KNOWLEDGE SOCIETY



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## Medical Professionals and Social Media: Best Practices, Benefits and Risks

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### Abstract

The "Social Media" helps in transforming information using communication technologies devices such as smartphones, tabs, etc., which allows generating medical information for their care and the care of others. Medical professionals may also benefit from increased connectivity to society, however, at first there need to be a proper understanding of how medical professionals fit into the social media. Emerge in viewing social media use in medical professionals were professionals / patient engagement, boundaries, and e-professionalism. Medical professionals have the themes of liability, and professional use was prominent. Few medical organizations are providing guidance on social media, but that appears to be changing. As the control of medical knowledge shifts from health professionals to the more extensive social community, pharmacists need to be present. Social media use and training in undergraduate programs are promising, but experienced pharmacists also need to join the conversation.

**Keywords:** Medical professionals, Medical organizations, and Social media

### Introduction

Medical professionals have a professional influence on many social media tools including blogs, micro blogs, wikis, social networking platforms, media sharing sites, and virtual reality. Professional networking, education, organizational promotion, patient care, patient education, and public health programs are improving and enhance in a particular level by these social media tools. On the other hand, there are also risks for the patients and medical professionals in receiving of poor quality information, spoil the professional image, breaches of patient privacy, crossing over of personal, professional boundaries, and legal issues. There are many healthcare institutions and professional organizations which have issued guiding principle to avoid these risks (Grajales FJ, 2014; O'Hara B, 2013).

### Why Study Social Media in the Library?

Use of social media in the library will facilitate much closer bonding between libraries and their users. Wherever the users are, and however they select to know about the library services and resources. Present usage of social media by the library community generally remains only for a particular purpose and somewhat experimental, but accelerating the use of these tools will likely play a progressively more significant role in library service which will outreach to the future (Taylor & Francis, 2018).

### What are Social Media?

The term "social media" is broad and continually evolving. It frequently refers to the term which mainly internet based that permits person or community to communicate or interact, to share ideas, information, messages and other content. In some cases, to collaborate with other users in real time (ASHP, 2012; Von Muhlen M, 2012). The media like blogs, social networks,

video- and photo-sharing sites, wikis and file sharing sites will have different groups of users. Use of social media by the public has increased over the past few years (Bernhardt, Alber, & Gold, 2014).

### **Participation in Social Media by Medical Professionals**

Medical professionals get benefited by social media which provide with tools to share information, to know health care policy, practice issues, to promote health behaviors, to engage with the public, to educate the patients, students, and colleagues (Moorhead et al., 2013). Physicians often join online communities to read news articles, listen to experts, research medical developments, consult colleagues regarding patient issues, and network. There they can share cases and ideas, discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy (Househ, 2013). QuantiaMD is a free mobile, and the online community is also a collaboration platform for physicians. QuantiaMD has surveyed more than 4,000 physicians and found that more than 90% of physicians use some form of social media for personal activities and only 65% use these sites for professional reasons (Fogelson, Rubin, & Ault, 2013; Modahl, Tompsett, & Moorhead, September 2011). Medical professionals use Facebook. Although this use is most often for personal communications, more than 90 pages on Facebook are related to the medical professionals. Only 10% of medical professionals use Twitter, and a search for "medical professionals" on LinkedIn identified 274,981 (Grindrod, Forgione, Tsuyuki, Gavura, & Giustini, 2014).

### **Social Media Sites for Medical Professionals**

Medical Directors Forum (MDF) is a social networking site for medical a director that provides a secure environment for communication. The contents at this website include discussion groups, the comprehensive library, and alerts. The MDF site also offers dedicated group pages for medical directors working in a wide range of sectors, including hospital, veterans affairs, Medicare and group practice. Physician networking sites include QuantiaMD ([www.quantiamd.com](http://www.quantiamd.com)), Doctors' Hangout ([www.doctorshangout.com](http://www.doctorshangout.com)), and Doc2Doc ([doc2doc.bmj.com](http://doc2doc.bmj.com)), Blogs, Microblogs, Wikis, Media-Sharing Sites sites require doctors to submit their credentials to a site gatekeeper, recreating the intimacy of a "physicians' lounge" in an online environment (Grajales FJ, 2014).

### **Uses for Social Media in Medical Profession**

Social media has created wide global networks with enormous power to quickly carry forward the information to high numbers of people behind a cause, or even incite political change. It is therefore not a stretch to suggest this technology can also be used by medical professionals to: improve patient-physician interactions, enhance patient motivation, drive awareness, provide accurate information, raise timely issues, to form a professional networking frame and reframe health-related questions, engage a larger community on patient care, and ultimately produce improved outcomes patient education across health systems (Allison, 2006).

### **The Dangers of Social Media**

#### **Poor Quality of Information**

Limitation of medical information found on social media and other online sources do not have reliability and are lack of quality. Procedures are available that may be useful in finding the solution for this problem. Medical Professionals should guide patients to credible peer-reviewed

websites where the information is subject to quality control. Internet Corporation is requesting by the World Health Organization to assign names and numbers to establish a new domain suffix the validated health information. These domain addresses would be prioritized by search engines when providing results in response to health-related inquiries (Grajales FJ, 2014).

#### **Damage to Professional Image**

Social media carry forward the details about a particular person's personality, values, and priorities. The first impression generated by this content can be lasting; perceptions may be based on any of the details in the profile such as photos, full names, nick name, posts, and comments liked or shared, as well as the friends, causes, organizations, and media that a person follows. Unprofessional behavior includes violations of patient privacy, the use of discriminatory language; images of sexual suggestiveness and negative comments about patients, an employer, or a school will damage the professional image (Bernhardt et al., 2014).

#### **Violation of the Patient–Medical Professionals Boundary**

Medical Professionals who communicate with their patients using social media may be violating the patient–Medical Professionals boundary even if patients initiate the online communication. It is generally thought to be ill-advised for medical professionals to communicate with a patient through a social media forum such as Facebook, Twitter, LinkedIn, etc. In addition to this most of organizational policy does not allow or discourage personal online communication between Medical Professionals and patients (Farnan et al., 2013).

#### **Licensing Issues**

Social media can also have a negative effect on medical professional's qualifications and licensure (Lambert, Barry, & Stokes, 2012). Indian medical council has the authority to suspending or even cancel the license of indisciplined physicians (MCI-History, 2014). The improper use of social media by the medical professional's giving sexual misconduct, misusing the patient privacy, the mistreatment of prescribing privileges and the misrepresentation of credentials will cause the negative effect on medical professional's (Farnan et al., 2013).

#### **Legal Issues**

Social media law India is regulated by the Information Technology Act which was enacted in the year 2000 to regulate, control and deal with the issues arising out of the IT. Section 66 itself was found insufficient to handle all the problems arising out of the use of the internet. Social networking media is an "intermediary" within the meaning of Indian information technology act 2000 (IT Act 2000). Thus social networking sites in India are liable for various acts or omissions that are punishable under the laws of India (Pandey, 2017).

The IT Act mainly handles the following main subjects:

- Legal recognition of electronic documents
- Legal Recognition of digital signatures
- Offences and contraventions Justice dispensation systems for cyber crimes

#### **Social Media Guidelines Issued By Medical Institutions**

Social media has many risks for medical organizations that could affect the physician credentialing, licensure, patient care, employment practices, safety, security of patient information

and other ethical issues(Lambert et al., 2012). So it is necessary for medical organizations to set up employee guidelines in connection with the use of social media (O'Hara B, 2013).A few points that might be labeled in organizational social media policies are address discrimination, harassment, wrongful termination, leaking of confidential or proprietary information, damage to the organization's reputation, productivity, and other issues(Lambert et al., 2012).

### Conclusion

When social media has been used wisely and prudently, it offers a platform for promoting individual service towards the needy in the public health also helps to develop professional skills and advancement. In spite of this, when used unwisely, the technologies pose the negative side to the medical professionals who are dangerous. Medical organizations guidelines towards the use of social media provide medical and professional societies useful principles to follow and enrich the patients-medical professional's relationship and to keep away from a hidden or unsuspected danger.

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