Social media
in general practice

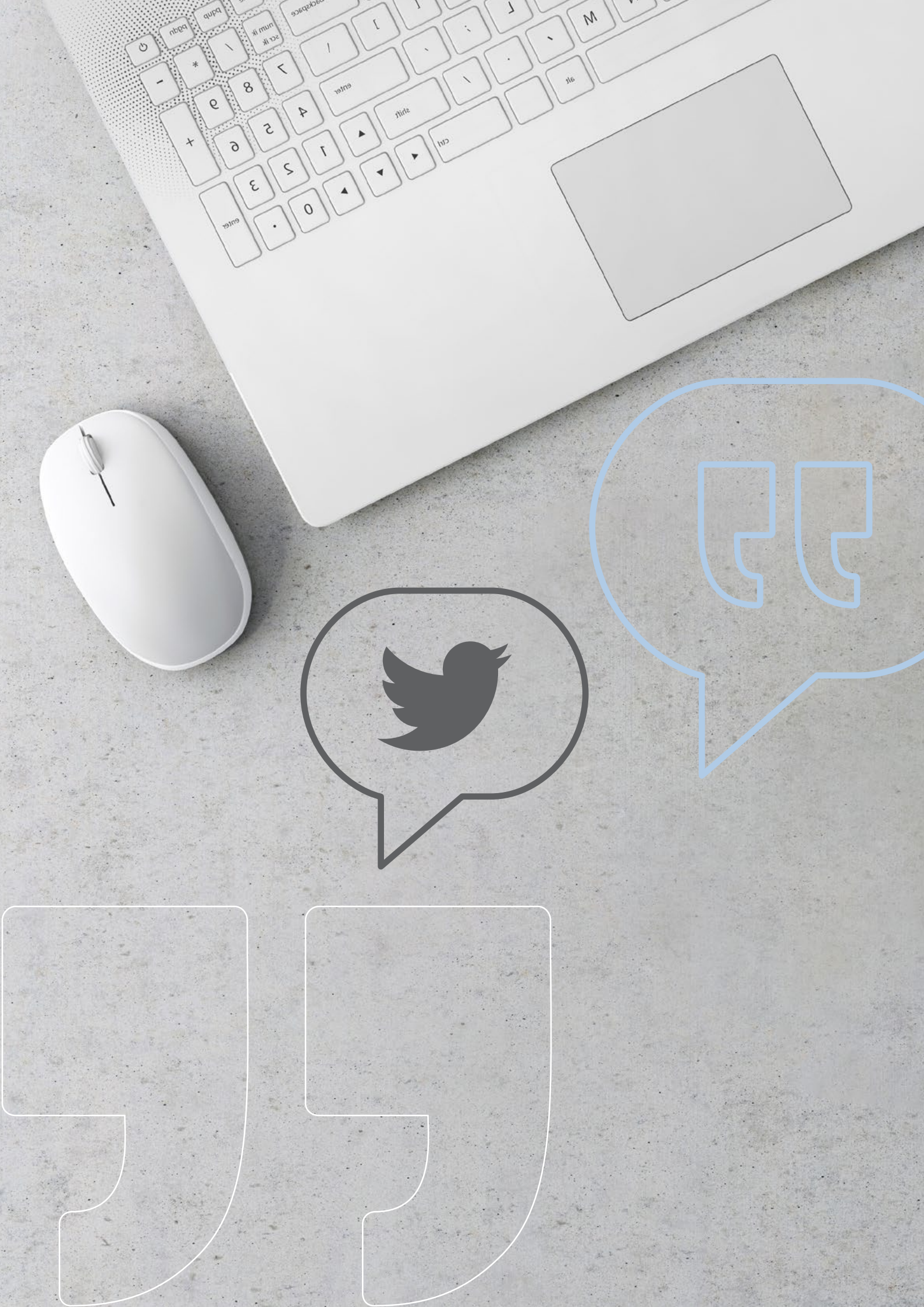RACGP

Social media in general practice

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About this guide

General practitioners (GPs) and general practice staff are increasingly using social media for professional and business purposes. To support GPs and general practices, The Royal Australian College of General Practitioners (RACGP) has developed this guide to provide guidance around safe and professional use of social media in general practice settings. While there are benefits, there are also potential risks associated with GPs and general practice staff participating in social media.

Professional and safe conduct online is paramount. This guide is aimed at general practices that are new to social media, but is also beneficial to those already using it. During the development of this guide, the RACGP consulted a range of GPs, practice managers, consumer representatives and medico-legal organisations to provide the most up-to-date advice to general practice on the use of social media.

What is social media?

The *Macquarie dictionary* defines social media as 'online social networks used to disseminate information through online social interaction'.[1] Social media allows individuals to communicate with others, access information, and share knowledge, experience and expertise on topics of interest.

This guide provides recommendations for the use of the more popular social media platforms including Facebook, Instagram, LinkedIn, Twitter and weblogs (blogs). The advice in the guide can also apply to other social media platforms.

Advantages of using social media in general practice

Nearly 80% of Australians use some form of social media, and a quarter of Australians follow businesses or brands on social media.[2]

The widespread use and low cost of social media makes it a convenient tool for general practices to connect with patients and health professionals, and vice versa. Using the internet to transcend geographic boundaries, social media is an effective way to engage the public and reach people in rural and remote communities. It can also be used as a community engagement tool – for example, to share practice social celebrations and acknowledgement of achievements by practice staff.

Social media can also serve as a tool to facilitate expansion of professional networks (local, regional, national, international), information exchange, collaboration, curriculum development and e-learning, among many other professional activities. It is an easy way to network, keep up to date, learn, engage and connect directly

with decision-makers. The RACGP's member platform, shareGP, is a good example of how social media can be an important professional resource for GPs. A closed online space, it lets GPs connect and collaborate with their peers to share ideas, opinions, research and support.

Multiple social media accounts can be used to cross-promote content, broaden your reach and engage across platforms (eg 'tweet' a link to your latest blog post, post a link to your Facebook page or your general practice LinkedIn profile).

Social media can be a source of news, and it also gives GPs a platform to express their views about the health system, which helps generate and inform health policy and public debate.

Social media provides a platform for health professionals to educate the community about health conditions, disease prevention and treatment. If done well, your social media platforms can be a source of evidence-based information that people use and trust.

Disadvantages of using social media in general practice

Social media has opened up valuable new lines of communication between health practitioners and patients; however, it does pose some risks regarding security, confidentiality and professional reputation. It is crucial that GPs and general practice staff recognise and understand the difference between information appropriate for public consumption on social media and information that should be kept confidential.

All information published on the internet is nearly impossible to permanently delete or modify. Once content is seen by one person, it can be shared and distributed. It is important to carefully consider information before you share it online. Security and privacy settings of all social media platforms should be set to ensure that, where possible, users have control over who is part of their networks and who can view the information they post.

Social media use can be time consuming. A general practice that actively engages in social media is likely to require a dedicated staff member with a good understanding of the social media platform being used to monitor and approve all content that is published.

Practices also need to consider the impact of staff using social media for personal use during work hours. Although permission to use social media within a practice may be sought and granted, this may result in illegitimate use at times. Terms of usage, authorisation (and scope of these authorisations) should be reflected in your practice's social media policy.

Online conduct

The Medical Board of Australia's (MBA's) *Good medical practice: A code of conduct for doctors in Australia*, section 4.2.3, advises that 'Behaving professionally and courteously to colleagues and other practitioners including when using social media'[3] is essential.
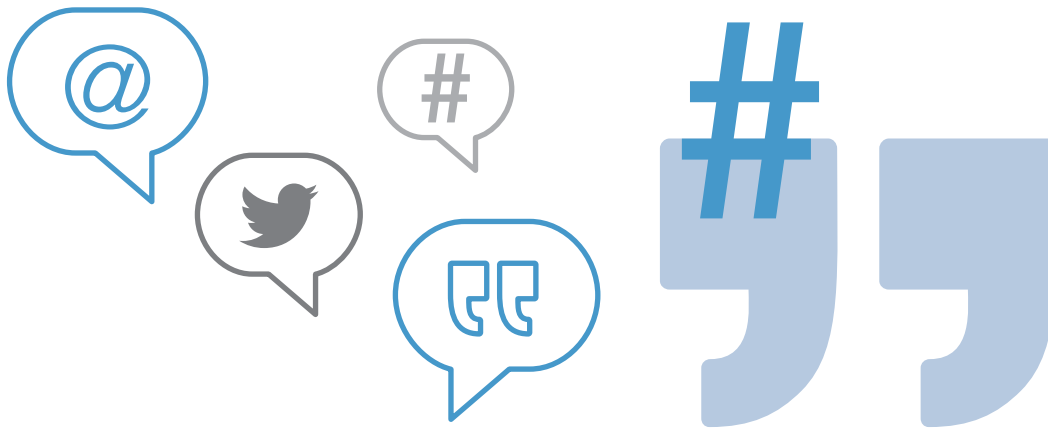
If you cannot or would not say something in public, then it is unlikely to be appropriate for online publication. The 'elevator test' is a good gauge for what is appropriate to say online and what is not. If your comment would be considered inappropriate by a crowd of strangers in an elevator, it is probably unwise to publish it on the internet. Avoid engaging in online arguments and providing negative responses to comments or feedback.

The Mayo Clinic's simple yet effective '12-word social media policy' sums up appropriate online behaviour for healthcare professionals as follows: don't lie, don't pry; don't cheat, can't delete; don't steal, don't reveal.[4] Read more here.

When to use a disclaimer

If the views displayed on your personal social media page do not directly reflect those of the general practice, boards or committees that you are a part of, insert a disclaimer that explains this. For example, 'This account reflects my personal views and not the views of my employer, or any businesses, committees or boards with which I am involved.' However, you should be aware that disclaimers may be of little practical use in the absence of supporting or reinforcing activities.

Testimonials

The use of social media by GPs and general practice staff can be regarded as a form of advertising of a health service and is subject to the Australian Health Practitioner Regulation Agency's (AHPRA's) *Guidelines for advertising regulated health services*. If anyone leaves a testimonial on your social media profile, it could breach the national law that imposes limits on advertising of health services delivered by registered health practitioners. APRHA requires practitioners to take reasonable steps to remove testimonials that advertise their health services (this may include comments about the practitioners themselves). However, 'practitioners are not responsible for removing (or trying to have removed) unsolicited testimonials published on a website or in social media over which they do not have control'.[5]

It is up to your practice to ensure that the settings of your social media websites adhere to AHPRA and MBA guidelines (eg disable reviews or comments functions). For all related codes and guidelines, refer to the codes, guidelines and policies outlined by the MBA.

AHPRA and the National Boards have published a self-assessment advertising tool and a testimonial tool to help health practitioners comply with the national law.

The RACGP has also developed a factsheet, 'Responding to online reviews', that provides further information about using testimonials.

Privacy requirements

Health practitioners and health organisations have a legal obligation to keep patient information confidential and protect the privacy of patients' information. This obligation applies to the use of social media. The MBA's *Good medical practice: A code of conduct for doctors in Australia*, section 3.4, states that good medical practice involves 'Ensuring that your use of social media is consistent with your ethical and legal obligations to protect patient confidentiality and privacy.'[3]

This means that when using social media, staff must not discuss patients or post pictures of procedures, case studies, patients or sensitive material. Such material posted online may identify patients without their informed consent.

For further guidance refer to the RACGP's *Privacy and managing health information in general practice.*

Security

Before participating in social media use, it is important for GPs and general practice staff to secure computers, digital technologies, and internet and Wi-Fi connections to ensure that your practice is protected against potential exposure to unauthorised access and theft or loss of personal information.

For guidance and a framework to evaluate risks, and solutions to improve competency and capacity in computer and information security, refer to the RACGP's *Information security in general practice*.

Practice policy

If your practice intends to use social media, you must ensure that you have a social media policy in place and that staff comply with the policy and its relevant content. You should consider developing a practice code of conduct for the use of social media that reflects the MBA's *Good medical practice: A code of conduct for doctors in Australia*. The RACGP has put together a social media policy template that you can adapt to your practice.

Staff roles and education

If you decide to use social media for your practice, it is recommended that you assign a staff member to manage the tasks of updating and maintaining your online information. You should document and clearly define this role in your practice's social media policy.

Further, it is recommended that you educate all members of the practice team about using social media. The topics covered in staff education would fall into two main categories: social media policy, and how to use social media.

Social media policy training should include:

- what your practice's social media policy is

- why you have a policy

- who can set up new social media channels and what approvals need to be in place to do this

- who in the practice is authorised to post on social media

- what constitutes professional conduct when using social media

- information about the practice's reputation and in what instances social media use, including personal use, may put the practice's reputation at risk (refer below)

- legal obligations, including the importance of protecting confidential patient information

- the consequences of policy breaches (these should also be documented in the policy).

Training on how to use social media could include:

- the basics of social media – what it is, how it works, why use it

- protecting personal and professional information online (eg by adjusting security and privacy settings)

- how to craft messages to get the results you want – depending on whether you want to use social media for recruitment, marketing, information provision or other purposes

- social media etiquette – social media is about building relationships, so be mindful of what people like or dislike from the businesses they follow. For example, rather than constantly pushing messages out to people, engage with them – think conversation, not soap box

- expectations for posts made on behalf of the practice (eg what tone you should take, what are or aren't appropriate topics, minimum response times to comments or queries made on the practice page)

- the practice's brand and messaging on social media

- the importance of protecting confidential patient information

- the importance of checking facts before posting

- the importance of checking spelling and grammar before posting

- how to make posts interesting

- how to handle 'bad' posts (refer to the RACGP factsheet 'Responding to online reviews').

In addition, it is recommended that you educate GPs in the practice about the professional risks involved when using social media in a personal capacity. Private activity that could adversely affect their professional status and reputation includes:

- joining an online forum with extremist views

- posting abusive posts about a colleague or patient

- friending/following a patient

- finding and responding to a patient profile on dating websites.

It is also important to understand the possible legal implications of posting personal information online. This may cause defamation action or disciplinary complaint about unprofessional behaviour.

Is social media right for your practice?

Consider the following when deciding whether to use social media in your practice.

- Do you have the staff resources to implement and manage your social media profiles?

- What policies and procedures will you need to create to use social media safely and efficiently?

- Will this be of benefit to your patients?

- Do you have the time to train staff?

- What social media platforms will allow you to collaborate with the most relevant groups or people?

- Who is your target audience? Will you be able to connect with your target audience to increase your business profile?

Tips for getting started

- Get started by setting up your accounts. Consider what email addresses and other contact details you will use for your account set-up.

- Take the time to set up your accounts properly by completing the 'about' sections for your business with consistent and accurate information.

- If you are using images of your business, they should be consistent across all your social media sites. Make sure you get consent from staff before posting photos or information about them.

- Determine your social media objectives and what content you want to provide. This will help you work out what resources you need to generate and how to manage your social media channels.

- Create a social media policy that protects your business, your staff and your patients.

- Keep it together – ideally, the different social media you use should complement and link with each other. For example, you might use Twitter to connect with people about health policy, but link from Twitter to your LinkedIn profile where you can upload more detailed posts about topics of interest.

- Don't forget your website – even if you're on five different social media platforms, your website will probably be where the most useful and comprehensive information about your practice is kept, so wherever you can, try to direct people from your social media to your website.

Common platforms and tips for use

Facebook

What is Facebook?

Facebook is currently the most highly used social networking service globally. In Australia, about 50% of the population uses Facebook every day.[6] Many use it as a way to stay in touch, share moments from their life, engage with businesses they like, or promote their own business.

Advantages of using Facebook

- Facebook allows you to create a page dedicated to your practice and engage and communicate directly with patients and colleagues.

- Facebook can be used as a business directory, serving as another avenue for patients to find you.

- Facebook can help direct traffic through to your practice's website from your Facebook page, encouraging patients to access more information about your practice and other resources.

- Facebook is a great way for you to build your network with other professionals. Facebook users can create groups for like-minded people to join and engage in discussion and information sharing. The groups are often localised or dedicated to a specific interest.

- Your Facebook page can be linked to your online appointment booking service, if you use one.

Tips for using Facebook

The RACGP offers the following tips for the use of Facebook by GPs and practice staff.

- Customise the settings on your Facebook page. Facebook offers various degrees of privacy and accessibility for pages, from closing a page off, accessible only to the owner of the page through to a public profile where anyone can view and make comments on the page. An example of customising a business page for a general practice might be to prohibit visitor posts from outside parties. This would prevent inappropriate comments being published on the Facebook page.

- An automatically generated Facebook page for your practice may already exist. Facebook will create an unofficial page when someone 'checks in' to a place or business that doesn't have an existing official page. You can claim an unofficial page by clicking on the 'Is this your business?' link.

- If you decide to have a Facebook page for your practice, it is recommended that a staff member is assigned the task of updating and maintaining the information posted on your page. This role should be clearly defined and documented in the practice's social media policy.

- Facebook has an instant messaging feature, where private messages can be sent directly to and from individuals. There are a number of risks involved in using this feature as a means of contacting patients. It is not a secure line of communication, as the information being sent is not encrypted. The RACGP recommends that this feature is not used due to its lack of security and inability to verify recipients. Refer to the MBA's advice on electronic communication with patients.

- A review tab is added as a default when you set up a Facebook business page, which allows visitors to leave a review or 'star rating' on your page. Because any review that is published could be interpreted as a testimonial, the RACGP recommends you disable the review tab to remove reviews and 'star ratings' from your page. This can be done by going to 'Settings' > 'Edit page'. Alternatively, you can remove this feature by changing the category of your practice's page category to 'Community organisation'; however, you will lose some features of the business page if you do this.
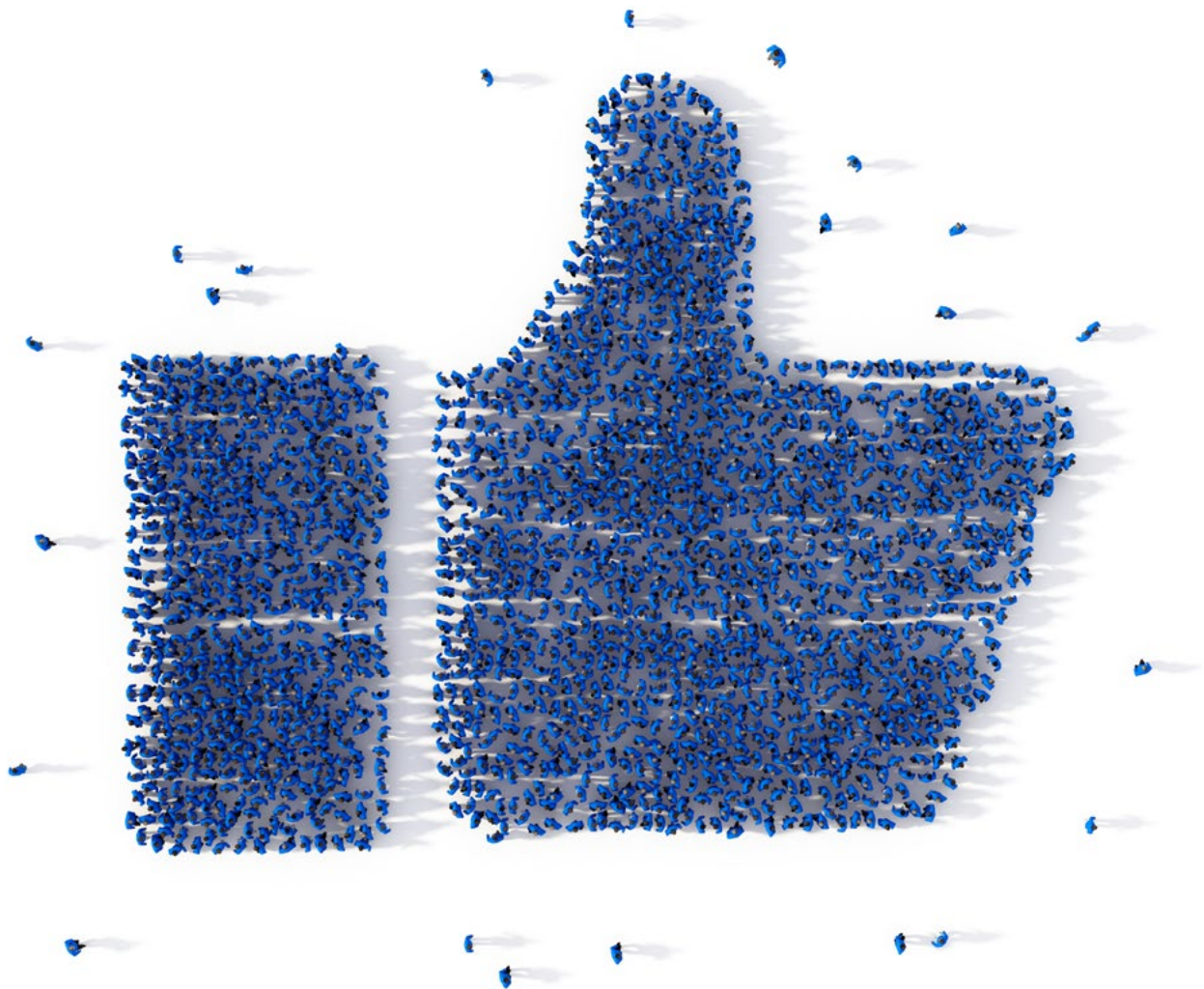
Instagram

What is Instagram?

Instagram is a photo-sharing and video-sharing social networking service owned by Facebook, Inc. It is the third most popular social media platform behind Facebook and YouTube. Instagram users are the most likely to follow businesses or brands when compared to other social media platforms. Other Instagram users can request to 'follow' you and vice versa.

Advantages of using Instagram

- Useful site to share visual images of your practice facilities and staff

- Can be used as another way to direct traffic to your website and other social media pages

Tips for using Instagram

- Customise the privacy settings on your Instagram account. By default, anyone can view your profile and posts on Instagram. You can make your posts private so that only followers you approve will see them.

- You can turn comments on or off for your posts. You can do this before or after you share a post.

- As with Facebook, Instagram has an instant direct messaging function. The RACGP recommends that this function is not used to communicate directly with patients due to the insecurity (lack of encryption) of this means of communication.

LinkedIn

What is LinkedIn?

LinkedIn is an online professional directory of individuals and companies. It is currently the largest professional network worldwide, with 300 million members around the world. Individuals use LinkedIn for professional networking, connecting and job searching.

Advantages of using LinkedIn

- You can create a company page for your practice, which lets you recruit staff and provide company information to prospective employees.

- As an individual member, you can search for jobs, research companies and network with members of specific groups.

- Like Facebook, LinkedIn lets you join and contribute to specific interest groups and networks. Through these, you can start your own online discussion about a topic that interests you and track the number of replies.

- You can build a resume of your work experiences and achievements. It is a medium for GPs to inform their network of their skills and expertise.

- LinkedIn is a popular platform for sharing articles of interest to others across your professional community.

Tips for using LinkedIn

- Choose an appropriate profile picture that creates a professional impression.

- You do not have to connect with everyone who sends you a request on LinkedIn. You can send personal messages to individuals and find out why they want to connect with you. It is recommended not to connect with patients (current, former or prospective).

- Your profile page provides colleagues and future employers with an understanding of your experiences and expertise. The 'Accomplishments' section of your profile allows you to add extra career achievements such as courses, projects that you have worked on, and publications you have contributed to, such as online resources, journals or studies.
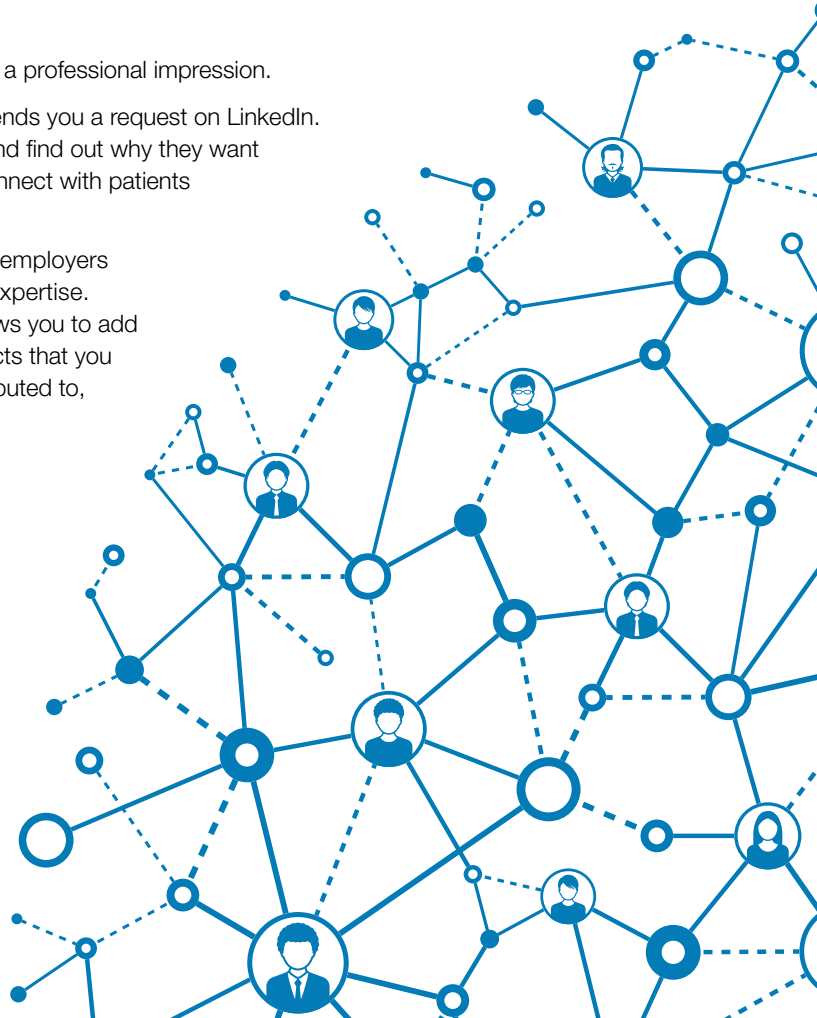
Twitter

What is Twitter?

Twitter is an online social networking and micro-blogging service that enables users to post and read short messages ('tweets') up to 280 characters long. In a tweet, a person can share an idea, opinion, promotion, photo or video. You can also 'follow' particular organisations or people, which means their tweets are visible in your feed, and people can follow you back, meaning your tweets will be visible in your followers' feeds. Anyone can read content posted on Twitter, but only registered users can post tweets. It can be a useful social media tool in general practice as it provides a way to stay in touch with colleagues and follow people and organisations that interest you.

Advantages of using Twitter

- Twitter allows you to share information about your practice, be part of conversations, provide useful information and start to build a community.

- You can provide your followers with health tips and information on your practice.

- You can follow anyone who has a Twitter account, from friends to celebrities and politicians, who might usually be hard to reach.

- You can follow people or organisations who could influence your business or be a valuable source of information (eg the Australian Government, the RACGP).

- You can follow and participate in conversations at conferences using hashtags (eg #gp18conference).

Tips for using Twitter

If you are setting up a Twitter account, you should consider the following.

- Decide whether the account is for yourself or the practice (or one for each).

- Design your page to reflect the brand of your practice.

- Tweet regularly. To increase the popularity of your Twitter account, you should tweet on a regular basis to make it worthwhile for your followers.

- Mix it up: your tweets can include links to other web content (eg a blog post, website, PDF document, photos or videos).

- Use Twitter to direct traffic to your own website or blog.

- Ensure you maintain professionalism and appropriate boundaries when using Twitter. It is recommended that you do not seek out patients and follow them on Twitter; however, they may follow your Twitter account for health-related posts. Apply your professional judgement if these situations arise and consider what is appropriate in a doctor–patient relationship.

Do not retweet testimonials made by others (regarding you as a GP, your general practice or health service). For more information, refer to AHPRA's 'Social media policy' and other relevant guidelines.

Using Twitter at conferences

Twitter is becoming more popular at conferences, allowing delegates to make comments and suggestions over live Twitter feeds that are often displayed on a big screen visible to all delegates. Twitter can also be used at conferences to ask questions in major plenaries. Be mindful of what you write on these types of Twitter posts, as they are publicly broadcast at events and on the internet.

Public tweets versus direct messages

Direct messages are private and can only be seen by the sender and receiver. However, anything you publicly tweet is not private and can be accessed by anyone, including those without Twitter accounts.

Keep this in mind when tweeting or responding to tweets to ensure that you are professional and respectful in your online behaviour.

Using hashtags

A 'hashtag' is a key word or phrase preceded by the hash sign (#). Hashtags are used on most social media platforms to categorise content so users can find, follow and share content about a specific topic. They are a useful way to find content you are interested in (eg #womeninmedicine, #digitalhealth), and adding hashtags to your own posts can help engage people with your content.

The Healthcare Hashtag Project is a good place to learn more about hashtags related to health.

Case study: Dr Timothy Senior

Based in Sydney, Dr Timothy Senior has been active on Twitter since January 2011. With over 5000 followers, Dr Senior's Twitter reach includes a varied audience of doctors, other health professionals, academics, students, journalists, Aboriginal and Torres Strait Islander peoples, and interested members of the public. While the majority of his followers are based in Australia, he has a number of international followers in the medical field.

Dr Senior chooses to follow people who start interesting discussions, and he links to thought-provoking sources of evidence or expertise including academics, journalists or politicians. His tweets explore topics such as public health and social determinants of health, Aboriginal and Torres Strait Islander health, general practice, medical education, politics and classical music. His Twitter account is for personal use. It acknowledges his profession as a GP, but he does not post on behalf of a practice or his employers.

Dr Senior has found Twitter to be a useful tool in enhancing his career as a GP. He has been able to link directly with a thoughtful and informed group of GPs across Australia and the world. Twitter links him to research and ideas of academics and patients, which has broadened his perspective on health and health systems. It has expanded his opportunities, mainly for writing and occasionally for public speaking.

Dr Senior has easy access to his Twitter account via his smart phone and tablet, which keeps him up to date and allows for regular tweets. He finds tweeting at conferences a useful way to stay informed and engage with other participants, fostering an entertaining and engaging sense of community at conferences.

He posts a tweet most days and more frequently when involved in Twitter conversation. He tries not to tweet unless he has something interesting to add, and often stops to rethink his tweets before posting them, deleting those that he deems too sarcastic or cynical.

Dr Senior's rule is never to be dull in his tweets, and he often deliberately tries to question or challenge prevailing wisdom. He often tweets about policy changes that impact healthcare, and challenges some of the cultural values of other medical professionals, especially regarding Aboriginal and Torres Strait Islander health. He regularly bases opinions on evidence, uses humour and questions, and steers clear of abusive arguments.

Dr Senior's use of Twitter has resulted in new opportunities. Through Twitter, he successfully crowdfunded a regular column for Croakey, discussing the health impacts of various government policy proposals. He has been asked to talk at conferences about using social media as a GP, and now has a reputation as a doctor who tweets, despite this being only a small part of how he views himself.

Blogging

What is a blog?

A blog (weblog) is a website that features a diary-type annotation and links to articles on other websites. Blogs can be used for business or personal use, and can focus on a particular topic or a range of topics. Some are more like personal journals, presenting the author's daily life and thoughts. A general practice or a GP could have a blog and write about their practice, the health sector and health-related issues in which they are interested.

How to blog

- Choose the target audience and a topic to blog about.

- Blogs can be set up in a variety of ways, including hosted on a free platform, self-hosted on a paid domain name, or sitting on your current practice website. Free blogs are often limited in functionality, and it is important to remember that if your blog is hosted on a third-party website, it is possible that your content will become their property.

- Blogging platforms offer many designs for you to choose. It is recommended that you choose a design that reflects the image and branding of your general practice.

- It is recommended that a staff member is assigned to the task of updating and maintaining the practice's blog. This role should also be clearly defined and processes documented in the practice's social media policy.

The benefits of starting a blog

- A blog lets you post longer pieces about the topics you want to cover, which is not usually possible on other social media platforms. So you can use it to build a 'library' of information based on your expertise and experience. By posting regularly, and posting good-quality content (eg evidence-based health information, interesting perspectives on issues), your blog can become a place people visit to gain knowledge on certain subjects.

- You can promote and share your blog on other social media platforms. This can enable you to expand your network and reach with healthcare professionals.

- Your blog can help you establish your online identity.

Tips for blogging

- An engaging blog is one that educates and inspires your readers. Make your blog helpful by using it to provide general health advice to your readers.

- Blogging is a great way to present your ideas, but you need to be wary of your online identity and what you blog about. It is essential to consider the impact of the content you post on your readers. If you upset or offend certain groups, it could result in negative comments being left on your blog and a negative image in the online community.

- Monitor the comments section of your posts and remove any that are defamatory or otherwise inappropriate. It might be useful to include a clear commenting policy displayed on your blog that states what will or will not be allowed.

- You need to prepare for complaints and learn how to manage them. The way you respond to any negative comments or criticism on your blog can have a significant impact on how you are perceived by your followers. Refer to the RACGP resource 'Responding to online reviews' for further information.

- It is recommended that you have a protocol or practice policy on managing and monitoring the content and feedback of your blog.

- If you are also on other social media platforms, consider posting links to your blog articles.

- Dr Edwin Kruys, a GP blogger, has posted 'The no. 1 blogging tip you should always keep in mind'. You may find this advice useful and you can access this on his blog.

Case study: Dr Edwin Kruys

Dr Edwin Kruys started blogging in 2012 on the website of his general practice in Western Australia. When he moved to Queensland, he started his own blog, *Doctor's Bag*, for personal use. *Doctor's Bag* has grown in popularity and is read all over Australia, with international followers in the UK, Ireland and Canada. He enjoys writing and publishing, and originally began the blog to lift the profile of his clinic. Over the years it evolved into an opinion blog with a focus on the challenges of eHealth.

Dr Kruys lists his three main reasons for blogging:

1. Dispel myths around general practice – his blog attempts to make medicine more transparent.

2. Provide more reliable health information online.

3. Give readers a new perspective with thought-provoking content.

Dr Kruys blogs several times a week about healthcare politics (mainly general practice), eHealth and social media. His primary audience comprises of doctors, patients, journalists and policymakers. He uses his blog as a networking tool and believes it is the interaction that makes blogging and social media interesting and powerful. He considers blogging a way to share ideas, dreams, opinions and experiences, and stands by the words of business coach Seth Godin: 'You are doing it for yourself, to force yourself to become part of the conversation'.

Dr Kruys learns from the research he does for writing blog posts and from the responses regarding his posts from patients, colleagues and others.

Working in medicine is a cognitive job, but blogging has allowed Dr Kruys to use his creative skills. On occasion, he has found his blog has influenced decision-makers and made a contribution to the profession. *Doctor's Bag* has helped Dr Kruys brand himself – journalists know where to find him for comment on health-related issues, and he is regularly invited to speak at events. Blogging has expanded his network and given him opportunities to connect with colleagues nationally and internationally.

Dr Kruys' blog has tackled some controversial topics – some posts and articles about eHealth and the national eHealth record system received extra attention and debate. His posts about pharmacy owners wanting to provide more medical services created upheaval, resulting in angry comments left on his blog. But Dr Kruys welcomes opinions from his readers, and aside from an active spam filter, he does not moderate comments. He appreciates the open access and transparent nature of blogs and wants readers to be able to give immediate positive and negative feedback. He prefers to have negative comments about him on his blog, rather than on another social media page over which he has no control.

Dr Kruys recommends the following for a blog:

• Try to be of value to your audience – for example, by providing answers and solutions to common problems or issues they may have.

• Share knowledge for free.

• Declare conflicts of interest and consider having a disclaimer, intellectual property statement and disclosure notice.

• Display the 'house rules' of your blog page – for example, 'Thanks for visiting my website. I appreciate you leaving comments here. However, all comments will be reviewed, and inappropriate or offensive comments will be removed. Thanks for sharing and contributing'.

• Don't give up. As Steve Jobs said, 'I am convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance'.

Resources

Australian Medical Association, *Social media and the medical profession: A guide to online professionalism for medical practitioners and medical students*
https://ama.com.au/article/social-media-and-medical-profession

National Boards and Australian Health Practitioner Regulation Agency, 'Social media policy for registered health practitioners'
www.medicalboard.gov.au/Codes-Guidelines-Policies/Social-media-policy.aspx

The Royal Australian College of General Practitioners, 'Responding to online reviews'
www.racgp.org.au/running-a-practice/technology/business-technology/social-media

The Royal Australian College of General Practitioners, *Information security in general practice*
www.racgp.org.au/running-a-practice/security/protecting-your-practice-information/information-security-in-general-practice

The Royal Australian College of General Practitioners, *Privacy and managing health information in general practice*
\www.racgp.org.au/running-a-practice/security/protecting-your-practice-information/privacy

Royal College of General Practitioners, *Social media highway code*
www.rcgp.org.uk/social-media

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