



Social Media Guideline

Purpose

The purpose of this policy is to provide clear guidelines for members of the Prince Edward Island Chiropractic Association (PEICA) on how to engage with social media platforms and manage advertising while maintaining legal, regulatory, and professional standards. It aims to ensure that members of the profession use social media responsibly and ethically, while promoting chiropractic care in a professional manner.

Objectives

1. To outline the appropriate use of social media in the context of professional practice.
 2. To provide a framework for members to engage in social media communication while adhering to privacy laws, advertising regulations, and ethical guidelines.
 3. To encourage responsible media relations and ensure that any online content reflects the integrity of the chiropractic profession.
 4. To protect patient privacy and confidentiality in all online interactions.
 5. To promote professionalism, including attire, in all media representations, whether online or offline.
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Social Media Guidelines

1. General Use of Social Media

- Social media can be a powerful tool for patient education, intra- and inter-professional communication, and professional development. However, members must remain professional on all platforms, including personal and professional accounts, as they are considered licensed professionals in all interactions.
- **Members are reminded that:**
 - Any communication online, whether public or private, should adhere to the same professional standards as in-person interactions.



- Information shared on social media may become public and permanent, even if initially intended for a limited audience. Therefore, members should always consider the potential public perception of their posts and comments.
 - Members must comply with all legal, regulatory, and professional obligations, including the **Prince Edward Island Chiropractic Act** and the **PEICA's Advertising Guidelines**, when using social media.
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2. Privacy and Confidentiality

- **Patient Privacy:** Members must maintain patient confidentiality at all times. This includes not sharing identifiable patient information via social media without explicit written consent.
 - Private communications with patients, such as scheduling or discussing their care, must only occur through secure, private messaging systems.
 - **Understanding Privacy Settings:** Members must be aware of and utilize the privacy settings available on social media platforms to protect personal and professional information.
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3. Professionalism and Boundaries

- **Appropriate Content:** Members must avoid posting content that could be perceived as disgraceful, dishonorable, or unprofessional. This includes inappropriate images, comments, or jokes. They should also be mindful of their surroundings, including background views, and ensure that camera angles and body placement convey professionalism at all times.
- **Separate Personal and Professional Accounts:** Members are encouraged to maintain separate personal and professional social media accounts. This helps establish clear boundaries and prevents the blurring of personal and professional relationships.
- **Professionalism in Comments and Posts:** Members should always aim for a professional tone in their posts, comments, and online interactions. Any comments that may mislead, confuse, or deceive others should be avoided.
- **Professional Attire:** When posting images, videos, or attending public events (including media appearances or social media content), members must ensure they are dressed in professional attire that reflects the high standards of the chiropractic profession. Attire should be clean, neat, and appropriate to the context, maintaining a professional image at all times. This includes refraining from wearing casual or inappropriate clothing that could undermine the professionalism of the chiropractic practice.



4. Clinical Advice and Educational Content

- **No Clinical Advice Online:** Members are prohibited from providing clinical advice or making diagnoses via social media. However, they can share general health information related to chiropractic care for educational purposes.
 - **Educational Content:** When posting educational materials or sharing journal articles, members should ensure that they are not infringing on copyrights or using copyrighted material without proper permission.
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5. Use of Media and Images

- **Consent for Images/Video:** When using images or videos on social media, written consent must be obtained from the individuals in the images (or from their guardians if they are minors) and the photographer (if not the member themselves).
 - **Copyrighted Material:** Members should ensure that any images or media used are not copyrighted unless permission has been granted.
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6. Compliance with Advertising Regulations

- **Truthful Advertising:** All advertising, including social media posts, must be truthful, clear, and professional. Members are prohibited from making claims of professional superiority, guaranteeing specific results, or violating confidentiality.
 - **Compliance with PEICA Advertising Guidelines:** Social media content must conform to the advertising guidelines established by the PEICA, including ensuring that no misleading or unprofessional claims are made.
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7. Legal and Regulatory Compliance

- **Legal Responsibility:** Members must be aware that they are subject to the same legal and regulatory obligations when engaging in social media as they are when interacting with patients in person. This includes compliance with privacy laws, advertising regulations, and the PEICA's Code of Ethics.



- **Permanent Record:** Members should be aware that content shared on social media may remain public indefinitely. This can have long-term implications for both the individual member and the chiropractic profession.
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8. Social Media Interactions with Patients

- **Limit Interactions on Personal Accounts:** It is inadvisable for members to accept social media friends or follow requests from current or former patients on personal accounts. This helps maintain appropriate professional boundaries.
 - **Secure Communication:** Any communication with patients should take place through secure, private channels. Do not use public social media platforms for sensitive discussions, such as health advice or appointment scheduling.
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Enforcement and Compliance

Failure to comply with this policy may result in disciplinary action by the PEICA, including potential sanctions or removal from membership. Members are expected to familiarize themselves with these guidelines and adhere to all applicable laws and regulations.

Conclusion

The use of social media by chiropractors offers numerous opportunities for professional engagement, education, and collaboration. However, it is essential to use these platforms responsibly, maintaining the ethical standards and legal obligations that govern the chiropractic profession. By following these guidelines, members can contribute positively to the public perception of chiropractic care while protecting patient privacy, ensuring professional integrity, and upholding the high standards of the profession.

This policy has an effective date of October 28th, 2025. Any complaints alleging a breach of this Standard of Practice by a member will be investigated pursuant to the provisions of *The Chiropractic Act, 2009*.