

# Allied health: front and centre in social media?

Julie-Anne Ross<sup>1</sup>, Sarah Bailey<sup>2</sup>

1 Princess Alexandra Hospital, Metro South Hospital and Health Service, Ipswich Rd, Woolloongabba, Q, 4102, [Julie-Anne.Ross@health.qld.gov.au](mailto:Julie-Anne.Ross@health.qld.gov.au)

2 Princess Alexandra Hospital, Metro South Hospital and Health Service, Ipswich Rd, Woolloongabba, Q, 4102

## Background

The inundation of social media into work, rest and play is progressing rapidly and is one of the modern day issues facing health care. Whilst there are many benefits of participating in social media from both a personal and professional perspective, caution needs to be taken particularly when using social media at a professional level, particularly where patient care is involved.

Limitations are placed on professionals regarding social media contributions from Australian Health Practitioner Registration Authority, professional bodies and the organisations for whom we work. These limitations are often poorly understood and may limit innovation within the workplace.

## Objectives

### Discuss:

- Perceived downfalls of social media from a professional level
- Professional boundary implications as a result of social media
- Current uses of social media at a professional level
- Opportunities for the use of social media within allied health

## Discussion

Practice implications for the use of social media by allied health include:

- Social media use can have a positive impact on an organisation, profession and professional if managed effectively
- Social media can be used successfully by allied health professionals to engage with patients/consumers and professionals
- There are a plethora of opportunities for allied health professionals to access social media and improve patient outcomes

## Conclusion

Social media can be used successfully by allied health professionals if the intent, boundaries and limitations of the use of social media are clearly articulated. This use of social media can aid innovation in service delivery. If used wisely social media can be used to aid efficient and effective health service delivery to achieve optimal patient outcomes.