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INTERNET AND SOCIAL MEDIA POLICY

This document outlines my office policies in regards to how I conduct myself on the Internet as a psychiatrist, including on social media platforms. As our use of technology and the Internet changes over time, I may update this policy, in which case I will inform you in writing and provide a written or downloadable copy of the updated policy. Please review carefully and feel free to bring up any questions about my policies in session.

For my private practice, I utilize a professional medical website and marketing design firm to help maintain my website at www.michelleparkmd.com, as well as a Twitter account, Facebook business page, Google+ account, and blog. This firm is contracted to post approved content on my behalf and monitors my accounts.

FRIENDING/FOLLOWING

I do not accept friend, follow or contact requests from current or former patients on any social networking site (Facebook, Twitter, LinkedIn, etc.), because I think it can compromise our confidentiality and privacy. It may also blur the boundaries of and potentially negatively impact our professional relationship. If you would like to discuss aspects of your online life with me, please bring the issues into your in-person sessions with me where we can potentially view them together. You are more than welcome to subscribe to or follow any of my various accounts which are public via RSS, but note that I do not expect you to do so and that, for example, if you have an easily recognizable username on Twitter, I would be concerned for your privacy if you were listed as one of my account followers.

INTERACTING

Please do not use messaging on social networking sites to contact me, as this is not a secure or reliable means of communication. As I mentioned, members of my web maintenance team also monitor my accounts. In addition, I do not recommend using wall postings, @replies, or other means of engaging with me in public online if we have an already established therapeutic relationship. Engaging with me this way could compromise your confidentiality. These exchanges will need to become a part of your legal medical record and will be documented and archived in your chart.

BUSINESS REVIEW SITES

You may find my private practice on sites such as Yelp, Healthgrades, Angie’s List, Yahoo Local, Bing, or others which list businesses. Some of these sites include forums in which users rate their providers and add reviews. Many of these sites comb search engines for business listings and automatically add listings regardless of whether the business has added itself to the site. If you should find my listing on any of these sites, please know that my listing is NOT a request for a testimonial, rating, or endorsement from you as my client.

Although you also have the ability to review my practice on Practice Fusion, my chosen electronic medical record, please note that I do not and will never solicit your testimonial or review.

The American Psychiatric Association’s document, “The Principles of Medical Ethics” addresses this issue under Section 1, #3F: “Public education as carried out by an ethical psychiatrist would not utilize appeals based solely upon emotion, but would be presented in a professional way and without any potential exploitation of patients through testimonials. “

Of course, you have a right to express yourself on any site you wish. But due to confidentiality, I cannot respond to any review on any of these sites whether it is positive or negative. Please take your own privacy as seriously as I take my commitment of confidentiality to you. You should also be aware that if you are using these sites to communicate indirectly with me about your feelings about our work, there is a good possibility that I may never see your review and I would much rather discuss your feelings in session. If you do choose to write something on a business review site, I hope you will keep in mind that you may be sharing personally revealing information in a public forum.

By signing below I acknowledge that I have read and understand the information provided above, understand my rights as a patient, and accept the responsibility as stated. I have discussed it with my physician and all my questions have been answered to my satisfaction.

Date: _____

Signature

Print Name