



PRACTICE EXPECTATION

SOCIAL MEDIA/SOCIAL NETWORKING

The College of Paramedics of Manitoba (CPMB) recognizes the integral part that social media and social networking plays in our personal and professional lives. This practice expectation sets out the boundaries to which registrants must adhere while utilizing social media and social networking sites.

The CPMB Code of Ethics, Standards of Practice, Practice Directions, Practice Expectations are documents that outline expected behaviours for paramedics. While social media and social networking can be beneficial to paramedical practice, there may be instances where personal posts and online communication can become a professional concern. Whenever making a post or comment online, you should be aware of protection of privacy and confidentiality towards clients and upholding the integrity and image of the profession of paramedicine.

The Code of Ethics, Standards of Practice, Practice Directions, and Practice Expectations can be applied to all forms of social media/networking which includes, but is not limited to:

- Facebook, LinkedIn, Twitter, What's App, Instagram, Snapchat, Tiktok, etc.
- Personal websites
- Blogs
- Emails
- Discussion boards
- Instant messaging, direct messaging, text messaging, personal messaging etc.

As technology and new methods/means of social media advance, you should consider them to be added to this list.

As a professional paramedic, conduct online and in-person would be judged and examined equally against the above-noted CPMB documents. For example, posting a negative message online regarding a co-worker would be equated with posting a notice with the same information in the workplace.



Regardless of employer social media policy, CPMB will consider situations that fall outside the practice area if a paramedic's conduct reflects badly on the profession and denigrates the public's confidence in the profession. Please be reminded that in addition to potential violation of listed CPMB Code of Ethics, Standards of Practice, Practice Directions, Practice Expectations, some behaviours may be illegal. Listed below is a non-exhaustive list of posts that could result in investigation by CPMB:

- Sharing confidential information online,
- Posting any comments on any form of social media regarding clients, co-workers, colleagues, management, employers, or CPMB. This includes any identifiers that would reasonably lead the reader to identify a specific person,
- Posting sexually explicit material,
- Pursuing personal relationships with clients or service users,
- Posting anything that would be akin to bullying and/or intimidation of clients, co-workers, colleagues, management, employers, or CPMB
- Posts that encourage or advise other registrants to exceed their scope of practice or scope of work, or
- Any post that is interpreted as a breach of the Code of Ethics, Standards of Practice, Practice Directions or Practice Expectations.

Additionally, registrants need to be aware of the significance of "liking" posts made by others. If the post that you are acknowledging via use of a "like" or other method of perceived approval, violates the spirit of this practice expectation, the registrant could be held accountable as if they had made the original post. The same is true of comments made relating to posts made by others.

The importance of careful consideration regarding personal and professional conduct on social media cannot be overstated. Prior to using any social media platform, paramedics should consider the risks to themselves, clients, coworkers, colleagues, management, employers, CPMB and the integrity of the profession. If there is any doubt a post might violate any of the above criteria, don't post, comment, like, or in any way affiliate yourself with that post!

For assistance in understanding how to apply this practice expectation please contact the College at info@collegeparamb.ca or the Contact Us form on the College website.