



# Is it OK for an RD to Comment on the College's Facebook Page?

In May 2015, the College launched its Facebook page. Our intention is to involve and educate RDs and the public about College activities and current practice issues. In the past, we were unsuccessful in engaging RDs in our blog posts on the CDO website. In an attempt to go where the people are (i.e. Facebook) we are trying this new approach. We hope that the ease of access to Facebook may lead to more RD engagement.

We have been made aware that some RDs are hesitant to comment on the College Facebook page under their personal Facebook profile. RDs feel that this blurs the lines between professional and personal. The College certainly understands these concerns.

## VIEWING OR COMMENTING ON THE COLLEGE'S FACEBOOK PAGE IS PERFECTLY ACCEPTABLE

While RDs are accountable for maintaining a clear distinction between their personal and professional profile online, viewing or commenting on the College's Facebook page is perfectly acceptable; this activity is for education, not for the delivery of dietetic services.

The College Facebook page is public and RDs need to know that anyone can view posts and comments on this page. The reason our CDO Facebook page is public is that it lends to greater transparency of College activities to all stakeholders, including RDs and members of the public. Should we see a need to create a closed Facebook page to engage more RDs, we can explore this in the future.

We have heard from a few RDs that they have created a separate Facebook profile for professional use only (e.g., Jane Smith, RD). This could be an alternative for RDs to ensure they keep their professional and personal lives separate on Facebook.

### Need to Know

Viewing or commenting on the College's Facebook page is perfectly acceptable; this activity is for education, not for the delivery of dietetic services.

You will meet your professional obligations on Facebook by keeping clear, professional boundaries and not 'friending' clients or 'liking' and 'sharing' client information. Set your privacy settings so that only 'friends' can see your personal Facebook profile.

When commenting on the College's Facebook page, maintain your professionalism by being respectful and courteous. Also, when you comment on the College's page or ask questions, do not divulge private and confidential information of clients or groups.

## THE COLLEGE ENCOURAGES RDs TO COMMENT AND CONTRIBUTE TO THE FACEBOOK DISCUSSIONS

The College encourages RDs to comment and contribute to the discussions on our Facebook page. We enjoy hearing from RDs and learn from your direct experience in dietetic practice. Please know that RDs are not obligated to 'like,' 'follow' or comment on the CDO Facebook page. RDs may view the page at their leisure to see posts, resources and comments/discussions that have ensued without logging into your personal Facebook profile.

Link to CDO's Facebook page at  
<https://www.facebook.com/CollegeDietitiansOntario>

