

University of Prince Edward Island	Policy Number: FNDI-022
Policy Title: SOCIAL MEDIA USE POLICY	Pages - 3
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1. Purpose

To outline expectations for professional, ethical, and responsible use of social media by interns enrolled in the UPEI Integrated Dietetic Internship Program. This policy ensures alignment with the [College of Dietitians of Prince Edward Island Social Media Practice Directive](#), applicable privacy legislation, and program standards for professional conduct in all online and digital environments.

2. Scope

This policy applies to all interns enrolled in the UPEI Integrated Dietetic Internship Program. It applies to all forms of social media and online platforms, including but not limited to personal and professional accounts, blogs, forums, messaging platforms, and other digital communication tools used during the internship program.

3. Responsibility

Interns are responsible for:

- Understanding and adhering to this policy and the [CDPEI Social Media Practice Directive](#);
- Maintaining professional boundaries in all online interactions;
- Protecting client, patient, preceptor, and organizational confidentiality at all times;
- Ensuring all posted content reflects professional standards expected of a dietetic intern;
- Seeking clarification from the Professional Practice Coordinator when unsure about appropriate online conduct.

The Professional Practice Coordinator is responsible for:

- Communicating expectations regarding professional online conduct;
- Addressing concerns related to inappropriate social media use;
- Supporting consistent application of this policy across placement settings.

Placement preceptors are responsible for:

- Supporting interns in maintaining professional boundaries in practice settings;
- Reporting concerns related to unprofessional online conduct to the Professional Practice Coordinator.

4. Policy

Interns are expected to maintain the same level of professionalism online as is expected in all academic and practicum environments. Social media use must align with the [College of Dietitians of PEI Social Media Practice Directive](#) and the UPEI Integrated Dietetic Internship Program [Professional Conduct Policy](#).

Professional expectations include:

- Maintaining appropriate professional boundaries with clients, patients, preceptors, supervisors, and colleagues in all online spaces;
- Not posting or sharing any client/patient information, placement experiences, identifying details, or images related to placement activities;
- Recognizing that even de-identified content may constitute a breach of confidentiality;
- Conducting oneself online in a manner consistent with professional expectations in public settings;
- Avoiding posting content that is disrespectful, inflammatory, or reflective of frustration toward clients, colleagues, preceptors, or placement sites;
- Understanding that all online activity may be permanent and discoverable.

5. Procedure

Orientation and Awareness:

Interns will be informed of social media expectations during program orientation and are required to review relevant policies, including the [College of Dietitians of PEI Social Media Practice Directive](#) and applicable UPEI and placement site policies.

Professional Use of Social Media:

Interns may use social media for professional learning and development purposes, provided that content is evidence-informed, respectful, and aligned with entry-level dietetic practice standards.

Concerns regarding social media conduct will be managed in accordance with the [Professional Conduct Policy](#) and may include:

- Review of the incident by the Professional Practice Coordinator;
- Consultation with the Program Director and placement site if applicable;
- Documentation of the concern in the intern's file;
- Implementation of remediation, professional development, or reflective learning activities where appropriate;

- Escalation to formal review processes if breaches involve confidentiality, professionalism, or safety concerns.

Serious breaches of confidentiality or professional misconduct related to social media may result in removal from placement and/or further action under the [Termination from the UPEI Integrated Dietetic Internship Program Policy](#).

6. Review

This policy will be reviewed annually by the Foods and Nutrition Program in consultation with the Integrated Dietetic Internship Program to ensure alignment with University policies, placement expectations, and professional regulatory standards.