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Short communication

## FACEBOOK AND OCCUPATIONAL THERAPY PROFESSION

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### INTRODUCTION

Social media is any web or mobile based platform that's enables an individual or agency to communicate interactively and enables exchange of user generated content<sup>1</sup>. Facebook is the most powerful social media<sup>2</sup> and India is the third<sup>3</sup> in world in terms of active user. So Indian occupational therapist can use Facebook effectively for professional growth

### Benefits

It helps to connect, collaborate with<sup>1</sup>. Provides stage for developing diverse, low density networks free of charge and with reduced cost in terms of time and efforts<sup>4</sup>. It can be used to communicate public messages with a click any time from any place. Enhance one to one communication with clients. It can be used for marketing and promoting<sup>2</sup> to clients.

### Risk

Though it is recommended for use by occupational therapist<sup>2</sup> but they should consider the privacy and confidentiality of patient and profession otherwise it may land you in prison<sup>6</sup>.

### Do's

Manage your Facebook image in professional manner<sup>5</sup> and plan before posting anything. Response if it is relevant to you<sup>1</sup>. know your organization policies<sup>5</sup> and maintain your ethical responsibility regarding privacy and confidentiality as occupational therapist<sup>2</sup>.

### Don's

Uploading video or photo of client or yours in a clinical setup<sup>5</sup>. Posting of any thing which can be used for identification and break the privacy<sup>5</sup>. Post any unfavourable message about your organizations, clients and employers<sup>5</sup>.

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