

Many new doctors may be posting unprofessional content on Facebook

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When researchers searched Facebook for the public accounts of all urologists who graduated from US residency programs in 2015, they



found that a substantial proportion of these accounts contained selfauthored unprofessional content based on the professionalism guidelines of three physicians' organizations.

Of 281 urologists, 201 (72%) had publicly-identifiable Facebook profiles. Of these, 80 profiles (40%) included unprofessional or potentially-objectionable <u>content</u>, including 27 profiles (13%) with explicitly unprofessional behavior, such as depictions of intoxication, uncensored profanity, unlawful behavior, and confidential patient information. When unprofessional content was found, the content was self-authored in 82% of categories.

Among 85 graduates (42%) who self-identified as a <u>urologist</u> on Facebook, nearly half of these accounts contained concerning content. No differences in unprofessional content were found between men and women or MD and DO degree-holders.

"As a new generation of social media-savvy physicians graduates from residency and enters practice, these findings raise concern about their professional behavior, online and offline," said Dr. Kevin Koo, lead author of the *BJU International* study.

More information: Kevin Koo et al, Unprofessional content on Facebook accounts of US urology residency graduates, *BJU International* (2017). DOI: 10.1111/bju.13846

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