Digital Footprint Audit & Reflection Workshop

Breakdown:

1. **Introduction (20 min)**
   - Brief overview of organisational policies and professional standards for digital communication.
2. **Individual Audit (20 min)**
   - Each participant reviews their own digital footprint (LinkedIn, Twitter/X, ResearchGate, etc.).
   - Use a checklist aligned with NHS and local policies (e.g., confidentiality, inclusivity, professionalism).
3. **Group Discussion (30 min)**
   - Small groups share findings: strengths, risks, and examples of good practice.
   - Debate advantages/disadvantages of social media use in healthcare science.
4. **Reflection & Action Plan (10 min)**
   - Participants write a short reflection: what they learned, areas for improvement.
   - Draft a personal action plan (e.g., update privacy settings, revise professional bios, commit to sharing knowledge responsibly).

Pre-Training reflection

How might improving your online presence positively impact patient care and public engagement?	
Where do you draw the line between personal and professional use of social media?	
What risks might arise if patient information (even indirectly) is shared online?	
How might tone or language online affect trust in healthcare professionals?	
What responsibilities do you have to protect public confidence in your profession through your digital presence?	
What benefits could auditing your digital footprint bring to your professional development?	

Digital Footprint Audit Template

Audit completed → Sections 1–6

Reflection → Section 7

Action plan → Section 8

Section 1: Identification of Platforms

Which online platforms do you currently use (e.g., LinkedIn, Twitter/X, ResearchGate, Facebook, Instagram)?	
Are these accounts personal, professional, or mixed use?	
Do you separate professional and personal accounts where appropriate?	

Section 2: Professional Standards & Policy Alignment

Professional profiles	
Does your profile clearly identify your professional role and affiliation?	
Are your posts consistent with organisational policy (e.g., confidentiality, candour, inclusivity)?	
Do you share content that could be misinterpreted or conflict with NHS values?	
Do you use professional judgement when deciding what to post or share?	
Personal Profiles	
Do you maintain appropriate boundaries with service users, carers, and colleagues online?	
Have you ever accepted friend requests or direct contact from service users	

on personal accounts?	

Section 3: Confidentiality & Patient Impact

Have you ever shared patient-related information, even indirectly (e.g., case details, photos)?	
Could any content be perceived as breaching confidentiality or professional boundaries?	
How might patients or the public interpret your online presence?	
Do you understand that even indirect references may breach confidentiality?	

Section 4: Communication & Tone

Is your communication always polite, respectful, and inclusive?	
Do you avoid discriminatory or offensive material?	
Are you transparent about your role when sharing knowledge or opinions?	
When engaging in debate, are your views evidence-based and accurate?	

Section 5: Honesty & Trustworthiness

Does your online conduct uphold public trust and confidence in your profession?	
Do you check the accuracy of information before posting or endorsing it?	
Do you make clear when views are personal (e.g., disclaimers)?	

Section 6: Risks & Opportunities

What are the potential risks of your current digital footprint (e.g., reputational, legal, ethical)?	

What opportunities exist (e.g., sharing best practice, public engagement, professional networking)?	
Do you follow your employer's social media policy?	

Personal Profiles

Do you use privacy settings appropriately to manage personal vs professional boundaries?	

Section 7: Reflection

What strengths did you identify in your digital footprint?	
What areas need improvement in light of HCPC standards?	
How does your digital presence align with NHS values and HCPC standards of conduct, performance, and ethics?	

Section 8: Action Plan

What immediate changes will you make (e.g., update bio, adjust privacy settings, remove content)?	
What longer-term commitments will you adopt (e.g., regular audits, professional content sharing)?	
How will you monitor progress and ensure accountability?	