‘Can we Continue this Discussion on Facebook?’ - The Opportunities and Challenges of Social Media in Health Professional Education
Kwong Chan
School of Medicine, Griffith University, Queensland

Introduction and Outline of the Issue to be Discussed
General introduction to social media in the context of health professional education
1. Public perceptions of medical students' interactions in social media
2. Current guidelines on social media for medical professionals
3. Personal experience of a health professional educator interacting with students via Facebook
4. Opportunities and challenges relating to medical students using social media
5. Recommendations

Questions for the Attendees to Explore or Discuss
As a health professional educator, should I interact with students on social media?
Personally? Professionally?
1. Generally, our students are very adept at using social media. Do we have a responsibility as health professional educators to use social media tools in our teaching? If so, how should I prepare myself?
2. How much of the AMA and NZMA social media guidelines are in your course? What might be the student communities’ responses towards these guidelines?
3. Do we need more detailed social media guidelines for students (and professionals)? If so, what are the main areas warranting coverage?

What Outcome(s) Do You Expect to Achieve?
1. To gain a general understanding of how health professional educators perceive the issue.
2. To form a general consensus on the appropriate use of social media in health professional education.
3. To facilitate discussion on areas of concern and possible ways of handling these.
4. To stimulate discussion on the importance of the roles of the health professional educator in the use of social media in health professional education.