

1. Why does the College have a social media policy?

The policy exists to support safe, ethical, and professional use of social media by Medical Laboratory Technologists. It helps protect patient confidentiality, maintain public trust in the profession, and clarify expectations for professional conduct in online environments. Social media activity can have professional, legal, and regulatory consequences, even when used outside of work hours.

2. Does this policy limit my freedom of expression?

No. Registrants have the right to freedom of expression. However, as regulated health professionals, MLTs are expected to ensure their online conduct complies with professional standards, ethical obligations, privacy legislation, and regulatory requirements. These expectations apply regardless of whether social media use is personal or professional.

3. Does the policy apply to my personal social media accounts?

Yes. The policy applies to both personal and professional social media use. Members of the public may associate your online conduct with your professional role, even if your account is private or labeled as “personal.”

4. Do privacy settings or private groups protect me from accountability?

No. Privacy settings, private messages, closed groups, and anonymous or pseudonymous accounts do not remove a registrant’s professional accountability. Content can be copied, forwarded, screenshot, or shared without your knowledge and may become public.

5. Can I describe a work situation if I don’t name the patient or workplace?

No. Sharing clinical or workplace-related information is not permitted if a patient, colleague, or organization could reasonably be identified directly or indirectly based on context, timing, location, or combined details. Even de-identified or partial information may still constitute a breach of confidentiality.

6. What counts as personal health information?

Personal health information includes any information about an individual’s physical or mental health, healthcare services, test results, or identifying details that could be linked to an individual. This information is protected by privacy legislation and must never be shared on social media unless expressly authorized by law.



7. Can I talk about work stress, staffing issues, or workplace concerns online?

No. social media must not be used to raise, discuss, or resolve workplace issues or disputes. These matters must be addressed through appropriate organizational, employer channels.

8. What if I don't identify myself as an MLT online?

Even if you do not list your credentials or professional title, you may still be identifiable as an MLT. If your professional role is known or can be inferred, your online conduct may still be subject to professional standards and regulatory review.

9. Can I identify my employer in my social media profile?

If you choose to identify your employer, you must clearly state that the opinions you express are your own and do not represent your employer or any affiliated organization. You remain responsible for ensuring your content is professional and compliant with this policy.

10. What happens if someone files a complaint about my social media activity?

Complaints related to social media conduct may be reviewed by the College and/or your employer. Depending on the circumstances, outcomes may include education, investigation, remedial requirements, disciplinary action, or referral to other authorities, including privacy regulators where required.

11. Can deleted posts still be an issue?

Yes. Deleting a post does not eliminate accountability. Content may have already been captured, shared, or reported. Registrants remain responsible for content they create, post, or share, even if it is later removed.

12. Am I responsible for content I "like," share, or repost?

Yes. Endorsing, sharing, or amplifying content may be treated as professional conduct and can create accountability, especially if the content is unprofessional, discriminatory, misleading, or violates confidentiality or professional standards.

14. Can this policy affect my registration or licence?

Yes. Social media conduct that breaches professional standards, legislation, or this policy may be considered unprofessional conduct or professional misconduct and could affect your registration status.

15. How can I protect myself when using social media?

Before posting, ask yourself:

- Could this identify a patient, colleague, or workplace?
- Would I be comfortable seeing this content reviewed by my employer, the College, or the public?
- Does this reflect the professionalism expected of an MLT?

16. What should I do if an individual reaches out to me on social media with a medical question?

- You can respond by stating that you cannot provide medical advice on social media and direct them to make an appointment with their family physician or to go to a walk-in clinic.
- If you think it is urgent, direct them to either urgent care or the emergency department.
- If it is an emergency, have them call 911

When in doubt, don't post—or seek guidance.

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