

Flex Therapist CEUs

Ethics for Social Media

1. Which of the following is a key challenge physical therapists face when using social media for professional purposes?

- A. Maintaining patient confidentiality
 - B. Increasing appointment bookings
 - C. Gaining followers
 - D. Improving the quality of photos
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2. What is a significant development in the integration of social media into physical therapy during the late 2010s?

- A. The creation of Usenet groups
 - B. The rise of IGTV for long-form video content
 - C. The increased use of email lists for communication
 - D. The use of LinkedIn for professional discussions
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3. Which platform feature is particularly useful for conducting live Q&A sessions and virtual workshops for physical therapists?

- A. Twitter Polls
 - B. Facebook Live
 - C. Instagram Posts
 - D. YouTube Comments
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4. Which period marked the professionalization of social media use within physical therapy, as well as the emergence of relevant guidelines and best practices?

- A. The early internet era (1990s-2000s)
 - B. The rise of social media platforms (Mid-2000s to early 2010s)
 - C. The professionalization of social media use (early 2010s)
 - D. The COVID-19 pandemic
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5. What role did Twitter play in the evolution of social media use in physical therapy in the mid-2000s?

- A. Facilitating longer video tutorials
 - B. Enabling real-time discussion during conferences
 - C. Promoting telehealth services
 - D. Creating detailed photo galleries
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6. Which feature of LinkedIn is particularly beneficial for physical therapists looking to share their expertise and become thought leaders?

- A. Messaging feature for direct communication
 - B. Job search and recruitment tools
 - C. Publishing tools for writing and posting articles
 - D. LinkedIn Learning courses and tutorials
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7. How can physical therapists utilize YouTube's live streaming feature effectively?

- A. By organizing videos into specific categories using playlists
 - B. By conducting real-time sessions like virtual workshops and Q&A sessions
 - C. By adding subtitles to make videos more accessible
 - D. By optimizing video titles and descriptions for search discoverability
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8. What is a major ethical concern for physical therapists when using social media with regard to patient information?

- A. Engaging in unprofessional behavior
 - B. Posting personal opinions that could impact professional relationships
 - C. Breaching patient confidentiality by inadvertently revealing sensitive information
 - D. Using social media platforms with changing privacy settings
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9. What was one of the roles of the Health Insurance Portability and Accountability Act (HIPAA) regarding social media use by physical therapists?

- A. Setting guidelines for how social media platforms should manage privacy settings
 - B. Regulating the sharing of multimedia content like videos and images
 - C. Imposing fines for sharing patient health information without authorization
 - D. Monitoring social media posts for accuracy and compliance
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10. Which feature of TikTok can physical therapists use to increase their visibility on the platform?

- A. Using robust editing tools for visually engaging content
 - B. Utilizing the For You Page (FYP) with relevant hashtags and trending sounds
 - C. Incorporating interactive tools like live Q&A sessions
 - D. Creating organized playlists for different types of content
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11. Which of the following is a significant concern when integrating social media into physical therapy care?

- A. Enhanced patient-provider communication.
- B. Increased patient engagement.

- C. Potential breaches of patient confidentiality.
 - D. Access to professional development groups.
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12. What is one key role that artificial intelligence (AI) plays in social media within healthcare contexts?

- A. Analyzing social media data to identify emerging health trends.
 - B. Providing a platform for posting personal updates and photos.
 - C. Facilitating traditional face-to-face healthcare interactions.
 - D. Enhancing the privacy settings for social media accounts.
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13. Why is it important to maintain professional boundaries on social media for physical therapists?

- A. It ensures timely feedback on patient progress.
 - B. It helps reduce bias and maintain clinical objectivity.
 - C. It increases the engagement rate on their social media posts.
 - D. It simplifies patient education through interactive content.
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14. How did the COVID-19 pandemic influence the use of social media in healthcare?

- A. It reduced the reliance on digital communication.
 - B. It highlighted the challenges of telehealth services.
 - C. It accelerated the integration of social media for public health campaigns.
 - D. It decreased the necessity for healthcare information sharing.
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15. What is one reason for the rapid spread of misinformation on social media during health crises?

- A. Social media platforms have robust security measures.
 - B. Anyone can share health advice regardless of qualifications.
 - C. Healthcare providers avoid using social media for outreach.
 - D. There is low engagement with health-related content.
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16. Which of the following is a key consideration when physical therapists share patient stories on social media?

- A. Ensuring patient consent is documented and explicit.
 - B. Posting only general information about treatments without specific patient identifiers.
 - C. Sharing patient content only if it receives positive feedback.
 - D. Obtaining verbal consent from patients for social media posts.
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17. What do the HIPAA regulations emphasize in the context of social media use by physical therapists?

- A. Only sharing information about treated conditions without patient names.
 - B. Ensuring no protected health information is disclosed without explicit patient consent.
 - C. Posting images of clinic events with patients in the background.
 - D. Discussing patient progress anonymously in online forums.
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18. According to the APTA's stance on social media, how should physical therapists handle endorsements online?

- A. Endorse without any disclaimers as long as the content is professional.
 - B. Disclose any material connections to endorsed products or services.
 - C. Promote endorsed products only on professional networks.
 - D. Share only positive experiences related to endorsed products.
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19. How did the introduction of social media impact physical therapy care?

- A. It eliminated the need for in-person patient interactions.
 - B. It provided a platform for widespread patient education and community engagement.
 - C. It allowed therapists to avoid state regulations by using online platforms.
 - D. It mainly benefited therapists by increasing clinic popularity.
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20. Why is it important for physical therapists to adhere to state-specific social media regulations?

- A. To ensure their social media posts are visually appealing.
 - B. To prevent fines and suspensions related to professional misconduct.
 - C. To gain more followers and increase their online presence.
 - D. To share clinical information freely without any restrictions.
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