



COSMETIC PHYSICIANS
COLLEGE
OF AUSTRALASIA

Social Media Policy

Current August 2014

1. The doctor is responsible for any social media that pertains to their clinical activities.
2. Social media, like other forms of advertising, cannot be seen to promote time limited specials, use illegal terminology including brand names, misleading advertising in the form of written word or photographs, or use testimonials. Nor should it involve children under the age of 18 years where there is direct or implied reference to minors having cosmetic medical procedures.
3. Conversational input from colleagues, clients, or staff that breaches such rules must be removed immediately. For example, a client cannot write that Dr X is the greatest at treatment Y.

Any reference to other social media or websites that have breaches makes the original referring site in breach too.

The CPCA does not condone breaches of advertising in any form whether they were intentional or not. Unintentional breaches by CPCA members must be removed or rectified as soon as it comes to their attention. The CPCA recommends members to contact and be aware of their MDO recommendations concerning social media.

Persistent or recurrent breaching by members may result in disciplinary action against the member, which may include suspension or loss of membership.