Drew Hemler, MSc, RD, CDN, FAND
Ethical Practice in Social Media: What Dietitians Need to Know

Drew Hemler (he/him) is an award-winning registered dietitian, practicing in both Canada and the U.S. Drew serves as a consultant for numerous corporate, non-profit, food, and continuing education organizations. He provides a variety of nutrition education, marketing, and communications services across New York State and Toronto, Ontario. Drew is a lecturer and advisor for Buffalo State's dietetics programs, introducing students to the Academy's Code of Ethics and the dietitian's scope and standards of practice. Drew has presented on Ethics at the local, state, and national level, helping health care practitioners apply ethical principles to common social and practice dilemmas.

His commitment to supporting the profession includes his involvement as former Social Media Manager, Communications Editor, Conference Chair, as well as Strategic Planning, Grants, and Awards committee member for the New York Academy affiliate. Drew is a proud Fellow of the Academy of Nutrition and Dietetics.

Description:
Social media is a viable strategy for building an online audience, engaging with digital communities, and promoting products and services. However, regulated health care practitioners, including the registered dietitian, are bound to ethical and professional practice, including social media. Applying the Academy's Code of Ethics to common social media activities will help build confidence into the 'dos and don'ts' of online communications.

*This session meets the RD requirement for a unit of "ETHICS" during a 5-year renewal period.
The Academy of Nutrition and Dietetics (Academy) and Commission on Dietetic Registration (CDR) are not responsible for the provider's interpretation of the Academy/CDR Code of Ethics for the Nutrition and Dietetics Profession or its enforcement as it relates to the scenarios and content presented in this activity.

Objectives:
1. Name at least three (3) Standards of Professionalism.
2. Identify three (3) instances of unethical practice in online communications.
3. Describe one (1) or more appropriate engagement/response methods when observing unethical practice in the online context.
4. Locate relative Academy educational resources and reporting tools.