



THE JAMMU & KASHMIR MEDICAL COUNCIL

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Guidelines of Jammu & Kashmir Medical Council on Doctors' Professional Conduct on Social Media

The Jammu & Kashmir Medical Council acknowledges the role of social media as a powerful communication tool but cautions against its misuse, particularly in ways that compromise patient privacy, confidentiality or autonomy. In this regard, the Jammu & Kashmir Medical Council emphasize upon the registered doctors to follow the set guidelines on professional conduct of Registered Medical Practitioners (RMPs) regarding use of social media platforms in agreement with the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002. The following guidelines aim to provide strict direction to doctors registered with the Jammu and Kashmir Medical Council on maintaining professional conduct on social media.

- 1. No Advertising or Self-Promotion:** The registered doctors (RMPs) must not advertise services, claim superiority, or engage in self-promotional activities (e.g., posting self-photographs or publicity on signboards beyond basic details). Permitted announcements are - starting practice, change of address, or temporary absence. Hospitals/Nursing homes/Clinics/Laboratories may advertise within prescribed limits laid down by National Medical Commission, limited to basic institutional details (name, services, staff, facilities, fees). Buying or prompting *likes, followers, shares* or paying for higher search rankings is strictly prohibited.
- 2. Patient Confidentiality:** Patient information (including images, scans, treatments, outcomes) must not be disclosed without explicit and informed consent. Consent is invalid if the patient is in a compromised physical, mental, or emotional state. Patient testimonials, endorsements, or reviews cannot be solicited or shared in any case on social media.
- 3. Professional Conduct:** The registered medical practitioners must maintain dignity and avoid behaviour that discredits the profession on any media platform. Sharing factual, verifiable, and non-misleading educational content is allowed, within one's expertise. Public discussions of treatment or prescribing medications online is prohibited—patients must be directed to proper telemedicine or in-person consultations.
- 4. Prohibitions:** Showcasing of treatment results, surgeries, procedures or healed patient images or videos is prohibited. Further, no endorsement of products, medicines, or commercial medical services is allowed. No direct or indirect patient solicitation via social media is permitted.

Best Practices by registered medical professionals on social media:

- **Maintain Professionalism:** Online presence must reflect medical ethics, truthfulness, and respect to the profession, patients, colleagues and the community.
- **Be Cautious:** Share content responsibly and avoid posting material that could harm professional credibility.
- **Respect Boundaries:** Maintain appropriate doctor-patient relationships on digital platforms.
- **Educational Use:** Social media may be used for public-health awareness, provided the content is evidence-based, unbiased and non-soliciting for personal promotion.

Compliance and Enforcement: The overarching principle is the broader principle of medical ethics, ensuring all communication is truthful, respectful, and professional. Any breach of these guidelines will be treated as a violation of the *Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002*, and may result in disciplinary actions, including suspension of registration by the Jammu & Kashmir Medical Council.



P R E S I D E N T
J&K Medical Council

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Copy to the:

1. Secretary to Government, Health & Medical Education Department, J&K —for information
2. Director SKIMS, Srinagar —for information
3. Principal, GMCs in Jammu & Kashmir/ ASCOMS, Jammu/ SKIMS Medical College, Bemina, Srinagar—for information
4. Director Health Services Jammu/ Kashmir —for information
5. Registrar J&K Medical Council, Jammu —for information
6. Joint Director DIPR, Jammu/ Kashmir, Government of Jammu & Kashmir with the request for its publication in two leading daily newspapers published from Jammu & Srinagar each and electronic media
7. Notice Board/ Website
8. Office file