

REPORT OF THE COUNCIL ON ETHICAL AND JUDICIAL AFFAIRS

CEJA Report 07-A-23

Subject: Use of Social Media for Product Promotion and Compensation
(Resolution 025-A-22)

Presented by: Peter A. Schwartz, MD, Chair

1 At its 2022 Annual Meeting, the House of Delegates referred Resolution 025-A-22 (Resolution
2 025), “Use of Social Media for Product Promotion and Compensation,” which asked that the
3 American Medical Association (AMA) “study the ethical issues of medical students, residents,
4 fellows, and physicians endorsing non-health related products through social and mainstream
5 media for personal or financial gain.”
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7 Over the course of its deliberations, the Council on Ethical and Judicial Affairs (CEJA) has
8 identified several relevant issues. These include the volatile and dynamic nature of social media
9 and the fact social media users are able to present themselves as a product, promoting themselves
10 and/or attempting to influence others. At issue as well are the distinctive notions of professionalism
11 attached to the profession of medicine and how they impact individuals and physician integrity;
12 and ethical differences among different promotional activities, e.g., whether the products or
13 services sold or promoted health- or non-health related and whether they are marketed to patients
14 or the general public.
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16 The AMA *Code of Ethics* has existing relevant guidance: Opinions [9.6.4](#), “Sale of Health-Related
17 Products,” and [9.6.5](#), “Sale of Non-Health-Related Goods,” as well as Opinion [2.3.2](#),
18 “Professionalism in the Use of Social Media.” The Council will continue to review existing
19 guidance in contemplation of the relevant issues identified above and anticipates submitting a
20 report to the House of Delegates at a subsequent meeting.