

Appendix B: Description of the Codes Used

Structural Codes: What do doctors consider when evaluating posts?	Definition	Examples
Anonymity	Considerations that the poster makes comments under anonymity	People have always had thoughts like this. Social Media merely allows for the thoughts to be broadcast behind a wall of anonymity. (R4.38)
Audience	Considerations of who the intended audience or readers of the post are	Depends on context and intended audience (F1.21)
Behaviour in general	Considerations that behaviour is inappropriate regardless of online platform	doubly bad for comparing abortion to genocide and comparing it to germans (F4.29)
Boundary	Considerations of the need to have a boundary between work and social/personal lives	Keep work out from social activities (F3.6)
Collegiality	Considerations of collegiality between colleagues.	should not be criticising seniors on public forum (R6.52)
Confidentiality	Considerations of patient confidentiality and privacy	Reveals information that can be traced to patient (F3.28)
Consent	Considerations of consent or permission obtained from patient/patients' NOK before posting	posting without a consent of a minor and baby looks distressed. might be acceptable if taken in a more respective manner and consent taken from mother (F1.1)
Consequences	Considerations of the consequences/repercussions/effects of the post	Potential creating public fear and causing medicolegal consequences (R6.32)
Context	Considerations of the context surrounding the post. Includes capacity in which the poster posts – personal or professional representation	Need to see more details to evaluate, context. (F1.6)
Freedom of speech	Considerations of the poster's freedom of speech or freedom to express an opinion/emotions Includes the idea of freedom to post personal matters in a personal capacity, with personal accountability	She is just expressing her opinion and frustration. No patient identifiers were given. (R3.59) He is just expressing an opinion as a private citizen (F4.21) The post could have been said in person if not for the availability of social media. He is acting on his own personal capacity and is only accountable to himself. Although it can be construed as a threat. I am not sure if that is legally allowed. If it is against the law, then it is inappropriate, whether it is said in person or on social media. Of course, the difference is that more people can access social media and the content is etched forever in the net (F2.17)
Language and tone	Considerations of the poster's language and tone	Words are harsh (F4.20) sounds like said in jest (F3.13)

Lawfulness	Considerations of the lawfulness of the post	a criminal threat (F2.22)
Method of resolution	Considerations of the appropriateness of the method of resolution of a problem	His anger is understandable, but the right way to deal with the culprit should have been to make a police report instead of trying vigilante justice. (R2.43)
Professionalism	Considerations of professionalism as a general concept or in terms of behaviour, image, decorum, attitude, manner and fitness to practice	image of our professions as healer not congruent with finding someone and killing someone (R2.42) This exhibits a vengeance attitude which is inappropriate especially in professionals (R3.38) these serious concerns should be channeled via proper body/committee and should be addressed as always in a professional manner (R6.50)
Public platform	Considerations of the appropriateness of a platform like social media which is public.	should not be posted on social media (R1.35) People should settle personal grievances NOT online but privately (R2.57) Social media should not be used to convey words that you would not say in front of a person (R4.45)
Purpose of post	Considerations of the purpose and intention of the post and if the post has an educational message.	No teaching value (F1.20)
Reflection	Considerations of how the post reflects on the poster – personality, profession	The Liam Neeson's image is a meme that's quite popular in the internet. However, this reflects poor judgment and personality/bad temper. (F2.6)
Respect	Considerations of respect and sensitivity towards patient	Utter disrespect for the vulnerable patient, as if the baby was a prize that the doctors won. (F1.8)
Safety	Considerations of patient's physical safety	inappropriate as baby doesn't seem to be carried in a safe way (R1.39)
Seniority of poster	Considerations of the seniority of the poster	he is not a professional doctor yet, his comment is his freedom, not bound by professionalism (R2.54)
Trends and norms	Considerations of the appropriateness of post in view of current trends and norms	The Liam Neeson's image is a meme that's quite popular in the internet. However, this reflects poor judgment and personality/bad temper(post 2)
nil	No considerations were expressed	