Using ChatGPT (or similar language models) both efficiently and ethically requires careful consideration. Here are some best practices to help guide users and developers:

**Efficient Use:**

1. **Define Clear Objectives**: Understand what you're trying to achieve with ChatGPT. Whether it's content generation, answering questions, or engaging in conversation, a clear objective will help you use the model more efficiently.
2. **Be Specific with Prompts**: ChatGPT relies heavily on the input it's given. Be as specific as possible with your prompts to get the most relevant and accurate response.
3. **Iterative Questioning**: If the model doesn't provide the desired answer in its first response, rephrase your question or ask for clarity.
4. **Limit Response Length**: If you only need a brief answer, you can usually set a limit to the number of tokens (words or characters) the model generates.
5. **Utilize Temperature and Top-k Settings**: These parameters can be adjusted to influence the randomness (temperature) and restrictiveness (top-k) of the model's output.

**Ethical Use:**

1. **Avoid Misrepresentation**: Make sure users know they are interacting with a machine and not a human. Misrepresenting the AI as a human can be misleading and unethical.
2. **Monitor and Moderate Outputs**: Especially in public-facing applications, have mechanisms in place to detect and filter out inappropriate or biased content.
3. **Respect Privacy**: Never use ChatGPT to store, process, or generate content from sensitive personal data unless explicitly permitted and within the boundaries of data protection regulations.
4. **Stay Updated on Guidelines**: As with all rapidly evolving technologies, the ethical guidelines and best practices for using AI models like ChatGPT might evolve. Staying updated ensures you're always using the model responsibly.
5. **Educate Users**: Make sure users understand the capabilities and limitations of the model. This will help set realistic expectations and prevent misuse.
6. **Avoid Dependency**: For critical tasks, especially those that require human intuition or domain-specific expertise, don't solely rely on ChatGPT. Always have a human in the loop or use the model as a supplementary tool.
7. **Transparency about Model Limitations**: Be honest about the fact that ChatGPT, like all models, has its limitations and can make errors or produce biased outputs.
8. **Seek Feedback**: Actively seek feedback from users about any problematic outputs, and work on refining the model or your system accordingly.
9. **Responsible Customization**: If customizing the model, avoid training it on data that promotes hate, misinformation, or any form of harmful bias.
10. **Stay Informed on Legal and Regulatory Guidelines**: As AI technology becomes more prevalent, there might be legal or regulatory guidelines to follow, especially in sectors like healthcare, finance, and law. Ensure you're in compliance.

The key is to be proactive and thoughtful in your approach. Using ChatGPT responsibly means understanding its strengths and weaknesses and being aware of the broader societal implications of deploying AI-powered tools.