

BSMS Social Media Guidance

At BSMS, we believe in the many social, academic and professional benefits of social media (Instagram, TikTok, YouTube, X/Twitter, Facebook, WhatsApp, Threads etc). We also actively encourage our students who enjoy using social media to work with us as ambassadors to create content for our social accounts. However, there are things to be mindful of when using social media. This guide is intended to support and protect you, and ensure you are aware of the risks of misusing social media along with the benefits of this communication tool.

BE AWARE THAT...

- Posting anything online, even in private spaces, has the potential to become public without your knowledge or consent. Therefore you should make sure you're comfortable with whatever you share being public before you post it.
- It is vital not to share any personal details such as student ID cards or account details.
- Think about who you want to be able to see your information and set privacy settings accordingly.
- Even with the strictest privacy settings, others can share your posts, so you may have no control over who sees them.
- Using someone else's work, such as images or content without permission is a breach of copyright. Ensure that you are aware of the regulations around what you publish and provide acknowledgement where permission has been given to reproduce something.
- Posting photos which may contain patient data or other identifiable information while on placement may result in disciplinary action.

YOUR RESPONSIBILITIES

- Take time to think about what you are posting on social media and remember that everything you post is permanent. Seek advice from the BSMS Communications team if you are unsure.
- Ensure that you do not reveal confidential information about the medical school or its students, staff, partner organisations or clients.
- Check the copyright of images and other content before you post it.
- Avoid doing anything that could be considered discriminatory against, or bullying or harassment of, any individual making offensive or derogatory comments relating to sex, gender reassignment, race, disability, sexual orientation, religion or belief or age; using social media to bully another individual posting images that are discriminatory/offensive or links to such content.

CONTACT US

If you have any concerns about social media, want to discuss anything you'd like to share, please get in touch with us at comms@bsms.ac.uk.

You are personally responsible for your own communications on social media. You should take extra care when you can clearly be identified as a BSMS student.

DO



Be mindful of the content you are publishing.



Respect people's privacy and ask permission from the people you are posting photos of.



Think about who you want to be able to see your information and set privacy settings accordingly.



Be very cautious about arranging to meet someone you only know online. They may not be who they say they are. Arrange to meet during the day in a public place and take a friend or tell friends where you are going.



Think before you send or share – the internet is not the place to let off steam. If you have a concern or a complaint, don't post it. Instead, follow it up through the recognised channels.

DO NOT



Share any confidential information.



Post any images containing cadaveric dissection or body parts when in the Anatomy Suite or on placement.



Publish any personal information about another student, staff member or others, ie, patients and the general public.



Post anything from a fake account or an account using another person's name.



Publish any information about a patient or member of the public you come into contact with when on placement.



Share anything that is illegal, threatening, harassing, discriminatory, obscene, indecent, defamatory or hostile.

STUDENT AMBASSADORS

BSMS recruits paid student ambassadors each year to take over the medical school's Instagram account and share regular posts about life at BSMS in the offer holders Facebook group. If you want to find out more about being a student ambassador, please get in touch with us at comms@bsms.ac.uk.

FIND OUT MORE

Further guidelines for using social media as a healthcare professional are available online. We recommend looking at the General Medical Council's 'Doctors' use of social media guidance and the British Medical Association's 'Ethics of social media use' guidelines. Scan the QR codes >



GMC



BMA