

## *Social Media Guidelines for students*

**For all students who are studying or doing their internship  
at UMC Utrecht**

**2016-2017 Academic Year**



## Introduction

The internet offers many opportunities for both individual users and organizations through social media. Individuals and organizations can build networks, share experiences, and exchange information.

The nature of social media, however, is such that there are also inherent risks associated with using it. Messages placed on these media are for the most part immediately visible to everyone and difficult to remove. Equally important, they spread much more quickly than through traditional media.

At the UMC Utrecht, both staff members *and* students make use of social media. So, in order to control the risks, we have created an addendum to the UMC Utrecht "Social Media Guidelines" especially for students. This addendum is a corollary to the existing guidelines for staff members of the UMC Utrecht.

The goal of these guidelines is to provide boundaries for the use of social media and assist students in using these online tools safely and responsibly.

Any student who does not adhere to these guidelines will be called to account. If they continue to ignore the guidelines after being spoken to, further measures will be taken. These measures could result in disciplinary action, as outlined in Chapter 4, "Code of Conduct," of the [Students' Charter 2015-2016](#) of Utrecht University.

Students participating in a work-study program at the UMC Utrecht have both an academic and an employment relationship with the university. They may be subject to the disciplinary measures outlined in Chapter 11 of the UMC collective agreement ([CAO-UMC](#)).

Medical interns as well as students in work-study programs are obliged to observe the same duty of professional confidentiality as doctors and nurses. They will have access to sensitive patient information from a very early stage in their education and are expected, in keeping with this duty, to handle that information confidentially.

The UMC Utrecht pursues a proactive social media policy with regard to work- and study-related use and expects all students to exercise caution when operating in the online environment. These guidelines assume that students bear a great deal of responsibility on their own.

They apply to social networking sites and personal or professional blogs, microblogs, and web pages.

The internet environment is constantly evolving, which means it is impossible to foresee and list every possible circumstance here.

## **Definitions**

Students = All students in the medicine, clinical health sciences, and biomedical sciences programs affiliated with the UMC Utrecht. These guidelines also pertain to all students and course participants at the UMC Utrecht Academy who are not in a work-study program.

'Students' are also students of other faculties of Utrecht University or other universities in the Netherlands or abroad who are following their internship or doing their research project.

Students in a work-study program at the UMC Utrecht Academy have an employment relationship with the UMC Utrecht. They are subject to the terms of the ['Richtlijn gebruik social media voor medewerkers'](#) (Social Media Guidelines for Employees, see Connect, the intranet of UMC Utrecht) from the Marketing & Communications Department.

Social media = Media that uses online technologies to promote social interaction and the exchange of information. Some examples of social media are: Facebook, Instagram, LinkedIn, Twitter, YouTube, Yammer and Wikipedia.

Corporate account = A profile created by an organization.

Personal account = A profile created by an individual.

Friends = Participants on a profile site can allow others access to their profile by making them a "friend."

## ***Use of Social Media***

The following rules apply:

### **1. Do not do anything on social media that could harm you or your instructors, fellow students or patients**

Everyone is responsible for their own behavior in their personal time. However, as a student, you are always affiliated with the UMC Utrecht. The UMC Utrecht expects its students to realize this and take care not to damage the reputation of the UMC Utrecht, its instructors or their fellow students.

#### Patient-Caregiver Relationship

If you, as a caregiver, have contact with a patient (e.g. during your course of study or medical internship), you must observe the rules that apply to all forms of communication with patients, particularly with regard to patient confidentiality. It makes no difference whether the contact is online or offline.

You must under no condition reveal the name of a patient or describe them or their condition.

For more detailed information about online contact between doctor and patient, see the 2011 guidelines from the Royal Dutch Medical Association (KNMG): [KNMG-Handreiking Artsen en Social Media](#).

### **2. Respect copyright and image right**

The [Mediaprotocol UMC Utrecht](#) (UMC Utrecht Media Protocol, only in Dutch) dictates that: "Interviews and photographic, video, sound, or broadcast recordings are only permissible with the explicit prior consent of all parties involved (UMC employee and/or patient) as obtained in a consent form."

Never post images (photo/video/animation), audio fragments or text from lectures or other educational material without the express written consent of the instructor or fellow student.

Be sure to also think about any copyright or image rights that may exist. If you want to post photos or video material portraying fellow students, instructors, or patients of the UMC Utrecht, you must first request permission. You can find the consent form for this on [Connect](#), the UMC Utrecht intranet.

### **3. Be aware of the nature of social media**

Social media is, by definition, immediate, transparent, lasting, and interactive.

#### Immediate

Everything you post on social media is for the most part immediately available for the whole world to read. Many social media missteps stem from posting messages on an "impulse."

### Transparent

If the site, profile or platform where you are posting a message is not private, then that content will be available for everyone to read, follow and save. This is the case even when it might seem that the information will only be made available to, for instance, "friends." Once you post the information, your friends (and hence other third parties) can do with it what they want.

### Lasting

Messages posted on social media are difficult to completely erase. Moreover, you, as a user, do not know what kind of information about you the social media providers are giving to third parties based on your online activities. You have no influence over that.

### Interactive

Whenever you post a message, you can expect to receive responses. You must be prepared for this. Try to predict what kinds of responses your posts might elicit.

## **4. Handle the UMC Utrecht logo with respect**

The logo and other corporate identity elements can only be used on corporate accounts. This might include the Facebook pages of various departments and divisions or the Twitter accounts of students or staff members who have been appointed by the UMC Utrecht or have registered themselves as social ambassadors.

You must **never** use the UMC Utrecht brand (name and/or logo/logotype) as part of the title of an account without receiving permission from the Marketing & Communications Department of the UMC Utrecht (see p. 6).

## **5. Indicate that you are not an official spokesperson**

On personal accounts, you are allowed to mention that you are a student at the UMC Utrecht, but you must make it clear that any opinions expressed are your own and that you are acting on your own behalf. If necessary, you can include the following disclaimer: "The information published here solely represents my personal opinions and beliefs and does not necessarily correspond to those of the UMC Utrecht." This indicates that you are not speaking on behalf of the UMC Utrecht.

## **6. How to handle messages about the UMC Utrecht**

If you encounter a message in which the UMC Utrecht or your instructors or fellow students are depicted in a negative light, you should report this to your program director or the Communications Team (see p. 6). Depending on the situation, the program director may or may not take further action.

If you want to respond to a discussion about the UMC Utrecht or your instructors or fellow students on a news site, forum or weblog, you must state explicitly that you are studying at the UMC Utrecht or are in a work-study program or medical internship there. Do not respond anonymously. Here, again, it is important to remember: Give your opinion but make it clear that you are speaking in a personal capacity.

## **Contact Information**

If you are approached by the media about an item pertaining to the UMC Utrecht, you should immediately contact the Marketing & Communications Media Relations team ([press@umcutrecht.nl](mailto:press@umcutrecht.nl)).

For all other matters related to social media, you can contact the Education Communications Team:

E-mail: [Onderwijscentruminformatie@umcutrecht.nl](mailto:Onderwijscentruminformatie@umcutrecht.nl)

Twitter: <https://twitter.com/OnderwijsUMCU>

Telephone: +31 (0)88 – 755 34 55

Biomedical Sciences on Twitter: <https://twitter.com/UUBMW>

Graduate School of Life Sciences on Twitter: [https://twitter.com/UU\\_GSLs](https://twitter.com/UU_GSLs)

Clinical Health Sciences on Twitter: [https://twitter.com/uu\\_kgw](https://twitter.com/uu_kgw)