

# Social Media Guidelines for students

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2018-2019 Academic Year

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

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Social media are online media we use for social interaction and the exchange of information. Some examples of social media are Facebook, SnapChat, Instagram, LinkedIn, Twitter, YouTube and Yammer.

The nature of social media is such that there are 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. 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.

These guidelines apply to all students in the Medicine, SUMMA, 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 of other faculties of Utrecht University or other universities in the Netherlands or abroad who are following their internship or doing their research project at UMC Utrecht are also 'students'. 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) from the Marketing & Communications Department.



## 1. Use of Social Media

- **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 patients, teachers, instructors, colleagues or fellow students. Always respect their privacy. *Try to resolve conflicts internally.*

- 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*.

- **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.

- **Be aware of the nature of social media**

- *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' or a an impulsive response.
- *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' is discretion required. 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.
- *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.

- **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.

- **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.

- **How to handle messages about the UMC Utrecht**

If you encounter a damaging or false message in which the UMC Utrecht or your instructors or fellow students are depicted, you should report this to your program director or the Communications Team (see contact paragraph). Depending on the situation, they 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.

## 2. Compliance

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, "Rules of Conduct," of the Students' Charter 2017-2018 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.

## 3. Contact

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)

Telephone: +31 (0)88 – 755 34 55

### **Twitter**

Center for Education and Training: <https://twitter.com/onderwijsumcu>

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

Graduate School of Life Sciences: [https://twitter.com/UU\\_GSLS](https://twitter.com/UU_GSLS)

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