

ESCP Social Media Guidelines

Summary

This infographic created by the Social media team of Symphony 3 summarises the social media guidelines of ESCP. We refer to the below text for more detailed information.



Figure 1: Social Media Guidelines - An infographic by the Social Media Team at Symphony3
<http://www.symphony3.com/social-media-photo/symphony3-social-media-guide-big2.jpg>

Introduction

Online collaboration platforms, also called the social media, are fundamentally changing the way health care professionals work and engage. Through these interactions, the expertise of clinical pharmacists can be shared with colleagues, patients, stakeholders, and the communities in which they operate. Therefore, it is very much in ESCP's interest to be aware of, and participate in this world of information, interaction and exchange of ideas, to learn from each other and to contribute to clinical pharmacy as such. However, the social media also can be unkind, or even threatening to organisations and individuals. Therefore rules are necessary for anyone who wants to represent ESCP on social media.

Three rules of engagement

1. Disclose: your presence in social media must be transparent

Your honesty (or dishonesty) will be quickly noticed in the social media environment. Please represent ESCP ethically and with integrity.

Be transparent: If you make an endorsement or recommendation about ESCP, please disclose your relationship with ESCP.

Be truthful: If you have a vested interest in something you are discussing, be the first to point it out and be specific about what your interest is.

Be yourself: Stick to your area of expertise; only write what you know.

Be up-to-date: If you are leaving ESCP, your employer or any other group, please remember to update your professional information on social media sites.

2. *Protect: take extra care to protect both ESCP and yourself*

Keep in mind that when you're online, you're visible and traceable: everything on the Internet is public and searchable. What you write is ultimately your responsibility.

Don't tell secrets: Never reveal confidential information, not from ESCP as society, your research, your professional activities, etc. Respect copyrights, trademarks, rights of publicity, etc.

Don't slam the competition: Play nice. Anything you publish must be true and not misleading, and all claims must be substantiated.

Don't overshare: Be careful: once you hit "share," you usually can't get it back. Being judicious will help make your content more crisp and audience-relevant.

Respect yourself: Online, your personal and professional personas are likely to intersect. Keep this in mind when publishing information online and know that information that originally is intended just for friends can be forwarded.. Remember that your local posts can have global significance: keep the world view in mind when participating in online conversations.

3. *Use Common Sense: professional, straightforward, and appropriate communication is best*

Perception is reality and in online social networks, the lines between public and private, personal and professional, are blurred. Just by identifying yourself as a clinical pharmacist or a member or leader of ESCP, you are creating perceptions about your expertise and about ESCP, which will create expectations in your audience.

Add value: There are millions of words out there, so make yours helpful, realistic and thought-provoking. Build community by posting content that invites responses and then stay engaged. You can also broaden the dialogue by citing others who are writing about the same topic and allowing your content to be shared.

Did you screw up? If you make a mistake, admit it. Be upfront and be especially quick with your correction.

Respect ESCP: Only use the ESCP logo/affiliation if you have the authority or the approval to do so.

Respect your audience: Don't use discriminatory remarks, personal insults, obscenity or engage in any similar conduct that would not be appropriate or acceptable for ESCP. Show proper consideration for others' privacy.

Moderation on social media

Moderation (which consists of reviewing and approving content) applies to any social media content. We do not endorse or take responsibility for content posted by third parties, also known as user-generated content. This includes text input and uploaded files, including video, images, audio, executables, and documents. While we strongly

encourage user participation, there are some guidelines we ask third parties to follow to keep it safe for everyone.

Post moderation: Even when a site requires the user to register before posting, simple user name and email entry doesn't really validate the person. To ensure least risk, we require moderation of all user-generated contents. The designated moderator scans all posts to be sure they adhere to ESCP's guidelines.

Community moderation (reactive moderation): For established, healthy communities, group moderation by regular users can work well. This will sometimes be allowed to take the place of post moderation but it must be applied for and approved.

The "house rules": Whether content is post moderated or community moderated, we use this rule of thumb: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then it can be approved, regardless of whether it's favourable or unfavourable to ESCP or clinical pharmacy as such. But if the content is ugly, offensive, denigrating, and/or completely out of context, then our moderators and communities will reject the content. (see also 'terms of use' for more detailed information)

Terms of use

The European Society of Clinical Pharmacy seeks to promote, support, implement and advance education, practice and research in patient oriented clinical pharmacy in the European health care and society in order to optimise patients' outcomes. For official ESCP information, go to www.escpweb.org.

Therefore, the ESCP

- promotes the value and impact of clinical pharmacy services among health care professionals, scientific societies, health authorities and the public;
- raises awareness of its activities and clinical pharmacy practice across Europe and internationally (e.g. through publications).

ESCP participates in social media in order to engage individuals and organizations involved in clinical pharmacy. Posted comments may not originate from ESCP and therefore do not necessarily represent the views of ESCP. To view ESCP content without becoming a member on social media, please go to: www.escpweb.org

ESCP presence on social media is not intended for commercial purposes or for recruiting or private use. ESCP asks that users refrain from posting any confidential or sensitive information on their social media pages. Please note, ESCP reserves the right to monitor all messages and content. Posting improper, inappropriate, or illegal messages will not be tolerated. While we encourage sharing thoughts and opinions on the ESCP social media, we expect that this will be done in a respectful manner.

ESCP does not necessarily agree with or endorse every comment that individuals post on our pages. Our goal is to share ideas and information with as many individuals as possible and our policy is to accept the majority of comments made to our profile.

Therefore, a comment will be deleted if it contains:

- Hate speech

- Profanity, obscenity or vulgarity
- Nudity in profile pictures
- Defamation to a person or people
- Name calling and/or personal attacks,
- Comments whose main purpose are to sell a product, and
- Comments that infringe on copyrights,
- Any kind of advertisement, whether a product, a service or an event, such as the same comment posted repeatedly on a profile, and
- Other comments that the ESCP social media office deems inappropriate.

All links posted as comments on ESCP posts will be reviewed and may be deleted. Repeated violations of the ESCP comment policy may cause the author to be blocked from the ESCP social media.

We understand that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away, and we are trusting in the maturity of our community to ignore personal attacks and negative speech or respond politely.

Please contact us by email if you have any questions.

Privacy notice regarding third party websites

Please note that social media are not a ESCP website or application; it is controlled or operated by the social media, and ESCP's Privacy Policy does not apply. ESCP does not own, manage, or control the social media. If you choose to provide information to social media through registration or other interaction with the social media, such actions are between you and the social media. If you choose to register with social media, any information that you provide is voluntarily contributed by you and is not maintained by ESCP. Although you may voluntarily contribute to social media with the intent to share the information with others, to protect your privacy, please do not disclose personally identifiable information about yourself or others.

Content from ESCP is provided to third-party websites, such as social media, in accordance with the ESCP's mission and goals. ESCP cannot attest to the accuracy of information provided by social media or any other non-ESCP site. ESCP's collaboration with third-party websites, including social media, does not imply endorsement by ESCP.

ESCP does not collect personally identifiable information such as your name, address, or telephone number from third-party websites such as social media. ESCP will not contact you directly via phone, mail, or email attempting to solicit information from you. ESCP may use information that visitors make available to it on social media and other third-party websites to improve our activities and better serve the scientific world.

ESCP Social Media Office

ESCP designates a Social Media (SM) office to serve as the point of contact for SM activities. The responsibilities of SM activities lies within the General Committee (GC) of ESCP: 1-2 or more GC members (the number according to the number of SM used) assisted by members of other committees and liaising with the ESCP Communication Committee. To this regard, all page administrators may have their personal account. For the manager an “impersonal” ESCP account is created.

Evaluation of activities on Social Media

Evaluation is an integral component for measuring the success of all social media activities. One might consider monitor:

- page-specific metrics
- linking to social media on e.g. websites outside the social media
- internal feedback to GC and committees/SIGs (overall + specific topics)