



Social Media Policy

No: 002/2020
Drafted by: Education Coordinator
Responsible Person(s): Committee & Group members
Version: 1
Approved by Committee on: June 2021

INTRODUCTION

This Social Media Policy outlines the British Society of Veterinary Pathology (BSVP) expectations when using social media or making public comments online, primarily involving the BSVP website, BSVP Facebook page and group.

The BSVP embraces the use of social media for the promotion, development, and delivery of the BSVP's goods and services and is committed to ensuring that social media engagement connected with the BSVP is lawful, professional, and respectful.

POLICY STATEMENTS

All posts that relate to the BSVP must meet content guidelines for use of social media.

This includes:

- a) posts on, or connected with, BSVP social media accounts (Professional Social Media Use); and
- b) posts on a contributor's own social media accounts (Personal Social Media Use).

CONTENT GUIDELINES

Social media contributors should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. The BSVP expects social media contributors to take reasonable steps to ensure that their social media use and public comments fall within the following parameters:

- a) be professional and respectful
- b) promote the best interests of the BSVP
- c) not include misleading or deceptive statements or inferences; all claims need to be substantiated.
- d) refrain from swearing
- e) comply with the BSVP's Privacy Policy and the General Data Protection Regulation
- f) ensure all content, including that cited as opinion, complies with the BSVP Diversity and Inclusion Policy

When engaging in Personal and/or Professional Social Media Use in relation to BSVP, social media contributors must also ensure that they:



- disclose their association with the council (if applicable) when posting about BSVP events or resources and add all your opinions as your own.
- ideally, write in the first person and discuss genuine experiences, unless this is direct posts from BSVP council members about BSVP activities.
- refrain from conduct that has the potential to damage the BSVP's reputation; if unsure whether to post something or not, err on the side of caution and don't do it!
- include the absolute minimal clinical information when discussing clinical cases. Omit information that does not contribute to the pathology e.g., breed/age, etc. Never reference (even vaguely) any dates associated with the case. Avoid whole-animal photographs; only show relevant pathology and crop out all other image content. Photographs must not contain any case reference numbers or other identifying information.
- Please refer to the references below for more information.

REFERENCES

Pathology Image-Sharing on Social Media: Recommendations for Protecting Privacy While Motivating Education. Genevieve M. Crane, MD, PhD, and Jerad M. Gardner, MD. AMA Journal of Ethics August 2016, Volume 18, Number 8: 817-825

Effective use of Twitter and Facebook in pathology practice.
Oltulu P, Mannan AASR, Gardner J. 2018 Human Pathology 73,128-143

BREACHES

If an individual makes a mistake, they are to acknowledge it promptly and apologise if required.

If you see BSVP posts or content on BSVP social media which is inappropriate, please contact the Facebook Admin team or the BSVP Secretariat, bsvpsecretariat@gmail.com, immediately.

If a social media contributor breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including removal of BSVP member privileges.

RELATED DOCUMENTS:

Privacy Policy
Diversity and Inclusion Policy