



The Society of Clinical Perfusion Scientists of GB & Ireland

## **SOCIAL MEDIA GUIDANCE**

### **INTRODUCTION**

The Society of Clinical Perfusion Scientists (SCPS) of Great Britain & Ireland has produced this guide to encourage its members to embrace social media in a productive, safe and professional manner. This document should be read together with The Code of Practice and The Standards of Practice Guides available at [www.scps.org.uk](http://www.scps.org.uk), as well as any advice issued by employers regarding social media.

The following provides guidance on how to use social media and social networking sites responsibly. The principles outlined can also be applied generally to other forms of online communication, such as personal websites and blogs, discussion boards and content shared online (including text, photographs, images & video and audio files).

### **BENEFITS OF SOCIAL MEDIA**

If used responsibly and appropriately, social networking sites can offer several benefits for Clinical Perfusion Scientists and students.

These include:

- Keeping up to date with professional information
- Building and maintaining professional relationships
- Establishing or accessing support networks and being able to discuss specific issues, interests, research and clinical experiences with other healthcare professionals globally
- Being able to access resources for continuing professional development (CPD)

## **GUIDANCE ON USING SOCIAL MEDIA RESPONSIBLY**

Clinical Perfusion Scientists may put their registration at risk, and students may jeopardise their ability to join our register, if they act in any way that is unprofessional or unlawful on social media.

Examples of which include (but are not limited to):

- Sharing confidential information inappropriately
- Discussing matters related to patients outside clinical settings
- Posting pictures of patients and people receiving care without their consent
- Posting inappropriate comments about other healthcare professionals and peers
- Bullying, intimidating or exploiting people
- Inciting hatred or discrimination

Clinical Perfusion Scientists have a responsibility to ensure that any information or advice that is provided via social media is evidence-based and correct to the best of their knowledge. They should not discuss anything that does not fall within their level of competence and should avoid making general comments that could be considered inaccurate. We promote professionalism and trust.

## **WHAT TO EXPECT FROM THE SOCIETY OF CLINICAL PERFUSION SCIENTISTS OF GB AND IRELAND ON SOCIAL MEDIA**

- We will share regular updates over social media accounts: news, announcements, event updates and more
- We will share any relevant comments and suggestions
- When we are 'followed' on Twitter, we may not automatically do the same in return. Furthermore, being 'followed' or 'retweeted' by us does not mean endorsement
- When individuals engage with us on social media they will be talking to an executive committee member of the SCPS, who will monitor and update social media channels at varying intervals
- Unfortunately, we cannot reply to all comments on social media and we do not discuss any confidential issues or matters of complaint over our social media networks. Instead, we will ask you to email your concerns directly to our Administrator, Valerie Campbell, at [admin@scps.org.uk](mailto:admin@scps.org.uk)

## **SAFETY INFORMATION**

We reserve the right to delete or reject messages or comments that include inappropriate or unrelated comments, content or links. In particular, this relates to messages that we determine to include:

- Private information about individuals or organisations
- Abusive, hateful or discriminatory comments, content or links
- Insensitive, inappropriate or upsetting comments, content or links
- Allegations, defamatory or insulting comments about named individuals or organisations
- References to specific fitness to practise investigations, ongoing hearings or litigation, and any fitness to practise matters heard in private
- Comments purely for advertising purposes
- Comments from anonymous individuals

We would ask all users to show respect for others at all times.

## **REMEMBER . . .**

- Be informed
- Think before you post
- Protect your professionalism and your reputation

## REFERENCES & RELATED LINKS:

- Quick guide for new starters: New to the NHS? Your guide to using social media in the NHS  
<http://www.nhsemployers.org/~media/Employers/Publications/NOVEMBER%20Your%20guide%20to%20using%20social%20media%20in%20the%20NHS.pdf>
- Royal College of Anaesthetists: Guidelines for Fellows and Members on the use of Social Media  
<https://www.rcoa.ac.uk/documents/novice-guide/faqs>
- HCPC – Guidance on Social Media  
<https://www.hcpc-uk.org/registration/meeting-our-standards/guidance-on-use-of-social-media/>
- Guidance on using social media responsibly  
<https://www.nmc.org.uk/globalassets/sitedocuments/nmc-publications/social-media-guidance.pdf>