



BNMS SOCIAL MEDIA POLICY

This policy applies to staff, members and representatives of the Society who are authorised to comment on behalf of the Society through social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

This includes managing or contributing to a social media channel on behalf of a SIG or other group within the Society.

The purpose of BNMS social media accounts is to increase awareness of the BNMS and the specialty of nuclear medicine, enhancing the Society's image and advancing its objectives through communications. Primarily communications for initiatives and developments or news in nuclear medicine practice, marketing educational meetings, encouraging BNMS membership applications and traffic to the BNMS website.

PRINCIPLES

The following principles apply to professional use of social media on behalf of BNMS as well as personal use of social media when referencing BNMS

- Content shared by BNMS official social media channels should reflect the objects of the BNMS as stated in the Memorandum and Articles of Association
- Be aware of the effect your actions may have on BNMS image. The information that representatives post or publish may remain in the public domain indefinitely.
- Representatives should use their best judgment in posting material that is neither inappropriate nor harmful to BNMS its representatives, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, political, pornographic, harassing, libellous, or that can create a hostile work environment.
- Do not publish, post, release or comment on any information that is considered confidential or not public about BNMS, BNMS employees, members delegates or affiliates that would violate such person's rights to privacy under GDPR. If there are questions about what is considered confidential, representatives should check with BNMS HQ.
- Do not post or repost anything that should not be shared in public.
- In the event of emergencies or crisis situations only senior officers or staff should share information via social media channels.
- Before retweeting or sharing content posted by others on social media be careful that such content is accurate and reflects the BNMS position.
- If you unintentionally post something online that is incorrect, correct it visibly and publicly as quickly as possible and inform BNMS office of the error.
- In keeping with BNMS charity status, social media should not be used for promoting or advertising any private business.
- BNMS accounts should refrain from posting content and liking or following users or pages that reflect personal interests or that may be in conflict with BNMS mission or values.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Representatives should refer these inquiries to authorized BNMS spokespersons.
- If representatives find encounter a situation while using social media that threatens to become antagonistic, representatives should disengage from the dialogue in a polite manner and seek the advice of BNMS HQ or senior officers.
- Representatives should get appropriate permission before you refer to or post images of current or former representatives, members, vendors or suppliers. Additionally, representatives should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- BNMS social media accounts must be kept separate from personal accounts.
- Any official statements should be pre-approved by BNMS senior officers/CEO before posting.

Please exercise caution and common sense when posting on behalf of the BNMS and always contact us first if you have any doubts.

BNMS Social Media Representatives

David Little,

Luisa Roldao Pereira

Charlotte Weston

Le Thoai

Caroline Oxley

12.09.2018