



## CUMMING SCHOOL OF MEDICINE

Communications and Media Relations  
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## SOCIAL MEDIA

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### *Cumming School of Medicine Social Media Recommendations and Guidelines*

The University of Calgary's Cumming School of Medicine encourages you to engage in social media. Social media includes Twitter, Facebook, LinkedIn, YouTube, Pinterest, Flickr and blogs, just to name a few. There are a number of things we can share online including news stories, photos, blog posts, and videos. Social media lets us interact with communities and build relationships while sharing information. The university and the faculty operate a number of official social media channels. You can see them [here](#).

Keep in mind that everything we post online is visible to anyone, anywhere, at any time. You should never consider anything posted online to be private even if you use privacy settings.

### **Recommendations**

To utilize social media successfully we recommend that you:

- Keep your audience in mind when posting. Who are you trying to influence or reach out to?
- Postings are public and can be indexed by Google. Think twice before posting. Social media posts can be seen by current and prospective students, alumni, donors, funding agencies, employees, coworkers etc.
- Create content that is engaging, answer questions that are asked by others and refrain from constant self-promotion. You are encouraged to retweet others, post articles of interest from outside sources, and be human! This shows your followers that you are engaging within your area of expertise and makes you more credible.
- Twitter allows tweets to be up to 140 characters (including spaces and punctuation). If you want to shorten links, use a URL shortener such as Bit.ly . This will also help you track how many people are clicking on your links.
- On Twitter, use relevant hashtags to help others find your material. Some popular ones include #ucalgary, #uofc and #abhealth. If you are using a hashtag of a trending topic, make sure you check *why* that word or phrase is trending *before* using it to ensure you are engaging in a topic of conversation in alignment with your values and goals.
- Ensure that all links work and are linked to the correct page—mistakes can easily happen. Check to make sure that you're not posting links to sites that require a login as your readers may not be able to view them and may get frustrated.

## **Guidelines**

As fun as social media is, we have developed a few guidelines to help you along the way. Please keep these guidelines in mind for all social media platforms you may be using.

- Postings should not include any information that is confidential to the university or any third party that has disclosed information to the company.
- Do not disclose information such as embargoed journal information if it's not ready or appropriate for public consumption.
- Respect the law; be aware of copyright, fair use, defamation and harassment.
- Do not engage in any personal attacks, spam, or offensive behavior. If problems arise, it's always best to take the conversation off-line.
- Do not publish content involving staff, patients or donors without permission. Media consent forms can be obtained from the communications office.
- Be careful when posting photos from events, especially events involving donors. Some donors want to remain anonymous. Please contact the fund development office for more guidance.
- Do not try to contact reporters or media outlets regarding potential University of Calgary stories through social media. These stories may already be in the works with some media outlets and you could potentially jeopardize coverage. If you think there is an interesting story in your department or institute please contact the media relations office, who can help offer advice on how to get your story in the media.
- Do not use the university name, logo or other visual identity material without permission from the communications office.
- If you see something online that questions the university's reputation, alert the communications team. Do not feel you need to respond to negative comments online.
- Do not give any medical advice online. Physicians looking for more guidance can check out the [Canadian Medical Association \(CMA\) social media guidelines](#).
- Never disclose personal patient information online. Do not mention patient names, locations or other identifiable factors.
- Wikipedia is an online encyclopedia; it is not a website for advertising and self-promotion. Wikipedia strongly suggests people and companies think twice before editing or writing about themselves. Wikipedia has its [own guidelines for best practices](#).