

Cochrane UK's Social Media Policy - April 2018

Purpose of social media for CUK

- To advocate for health evidence in general, and Cochrane evidence in particular
- To raise awareness & use of Cochrane & Cochrane evidence
- To facilitate networking and collaboration

Audiences

- Patients and other users of health information
- Health professionals and allied health professionals
- People interested in the use of social media in healthcare and for sharing research
- Researchers

The following policy will be applicable to anyone working in social media on behalf of Cochrane UK:

Content from an 'official' Cochrane account should further Cochrane's mission and be consistent with the Cochrane spokesperson policy:

<http://community.cochrane.org/organizational-info/resources/policies/spokesperson-policy>

Personal touches and a relaxed style are good practice in social media communication but must not contain anything that would bring the Cochrane brand into disrepute. Brand guidelines can be found here:

<http://community.cochrane.org/organizational-info/resources/resources-groups/brand-resources/cochrane-master-brand-resources>

Individuals using a personal account to engage on behalf of Cochrane should make their association with Cochrane clear in their profile section (e.g. if they are an employee or Cochrane author), and state explicitly that their opinions are personal and don't necessarily represent Cochrane's views or policies.

Communications about Cochrane evidence should present the evidence accurately and not make clinical recommendations. However, people asked to comment on the evidence from their personal/professional experience, for example for Evidently Cochrane blogs, may choose to make clinical recommendations.

Evidently Cochrane blogs are published under the creative commons license and may be reproduced in full (they may not be edited or shortened). The license does not extend to the images, which may not be reproduced.

Images chosen to accompany written content should be accurate, respectful, authentic, and represent a diverse population.

Cochrane UK will never share embargoed content via social media.

Cochrane UK may re-share older content but will aim to ensure that everything we share is up-to-date (e.g. referring to the latest version of the relevant Cochrane Review(s)).

When appropriate, Cochrane UK will aim to respond to questions and comments seeking a response on social media in a timely manner. Where we feel that others in Cochrane would be better placed to respond, we will aim to direct the enquiry or comment to the appropriate channel.

Cochrane UK will not respond to abusive comments on social media.

Where Cochrane UK has concerns with material shared by others within Cochrane, we will contact the individual or group directly, offline.

Cochrane UK will ensure compliance with General Data Protection Regulation (GDPR).

Twitter conversations

Cochrane UK has, with patients and other healthcare consumers¹, co-designed a short code of conduct for Cochrane UK-led events (e.g. symposia) and Tweetchats. This can be found below. The aim is to encourage discussion in a way that is welcoming, inclusive and mutually respectful.

- Lively debate is encouraged but please be polite and respectful of others' views.
- Please do not harass or intimidate others.
- Participants are asked to focus on the topics and questions raised. Cochrane UK will not respond to questions and comments not relevant to the matter under discussion. If individuals would like to raise issues with Cochrane outside of the scope of the Twitter conversation, or have questions that would be better answered by other Cochrane entities, we will do our best to direct individuals to alternate channels:

To contact Cochrane with a comment or complaint, please see the below:

<http://www.cochrane.org/contact>

<http://community.cochrane.org/editorial-and-publishing-policy-resource/overview-cochrane-library-and-related-content/cochrane-library-complaints-procedure>

¹ *These are individuals who make up the 'Patients Included Advisory Group', one of the organizing committees for Cochrane Colloquium Edinburgh 2018. They have a wealth of expertise as patients, carers and patient advocates, researchers and research participants. Further information can be found here:*

<https://colloquium.cochrane.org/organizing-committees>