

Guidelines for BSHI use of social media networks

The following guidelines are recommended for BSHI representatives using social media networks on behalf of BSHI. It should be remembered that information posted on social media networks is accessible to the general public and not just to BSHI members.

1. Read and follow the terms and conditions of the network, eg. Facebook Pages Terms.
2. Don't post private or confidential information.
3. Don't infringe copyrights. Ask for permission before re-using content or images from others.
4. Only make public information that has been approved for release by the relevant BSHI committee.

The following list gives examples of the uses that may be made of social media networks:

1. Publicising BSHI meetings and activities, eg. meeting announcements, opening of registration/abstract submission, reminders of deadlines, giving programme information and generating interest in meetings.
2. Communicating information to members, eg. regarding membership, appointments of representatives, elections.
3. Communicating information on training and CPD.
4. Promoting BSHI publications, eg. Guidelines, the BSHI Newsletter, website features.
5. Publicising meetings and activities that other organisations have asked BSHI to promote to our members, with their permission, if suitable for promotion in this way.
6. Adding links (eg. Facebook Likes) to other organisations, eg. BSHI Corporate Members, other organisations in the field of transplantation and immunogenetics.
7. Adding links to webpages of interest to BSHI members.