

ESA Social Media Policy

Purpose

To define appropriate conduct in the use of social media directly and **indirectly** associated with the ESA.

What is social media?

Social media are online platforms, either websites or applications, that allow users to create and share content. They enable information to be shared widely, in a concise and efficient format.

Examples include:

- Social networking platforms such as Facebook®, Twitter®, and LinkedIn®
- Media sharing platforms such as Instagram®, YouTube®, Dropbox®, or GoogleDocs®
- Online meeting platforms such as Skype® or Zoom®
- Online forums and blogs

ESA social media accounts

The Secretary of the ESA will approve any new requests to create official ESA social media accounts or for ESA members to have access to social media accounts. Requests may come from ESA Committees for access to existing ESA accounts (e.g., Twitter) or to create new social media accounts (e.g., Facebook). Authorised representatives, will be responsible for composing, monitoring and responding to posted content.

The primary purpose of the ESA social media accounts is to communicate with other researchers and health professionals, as well as people living with epilepsy and members of the general public. As such, the content posted on social media should be written in accessible language for a general audience. Content targeted specifically towards clinicians (e.g., information about changes to the PBS scheme) should be kept to the ESA email newsletter. In order to promote effective and engaging communication, regular posts on social networking channels are recommended.

When posting on social media, on behalf of the ESA, the individual must always:

- Be polite and respectful
- Maintain professionalism
- Promote high quality evidence and information in the area of epilepsy
- Promote a diverse range of information and individuals, including both ESA researchers and clinicians from a range of health backgrounds.

- Avoid posting content which may be considered offensive, discriminatory or fraudulent
- If there is any question regarding the appropriateness of a post, past or future, consult the Secretary of the ESA or designated ESA communications officer

Management of the ESA social media accounts includes the following:

- Examples of content creation:
 - Keeping up to date on relevant events and dates (e.g., International Epilepsy Day/ Purple Day).
 - Requesting content from ESA members and working with members to develop/ edit content to ensure it is suitable for social media.
 - Advertising relevant ESA activities, including talks/ webinars/ scientific meetings.
 - Disseminating new and interesting research findings for clinicians and PLWE.
- Monitoring content posted on ESA social media accounts.
 - Ensuring use of ESA social media accounts is for professional use only. Personal opinions should not be posted on ESA social media.
 - This includes content posted by the ESA team, as well as content developed by other organisations that the ESA chooses to share. Shared content (e.g., retweeted information) should only be from reliable sources – e.g., known research institutes/ hospitals/ community epilepsy organisations, as well as the personal accounts of known members of the ESA/ ILAE.
 - While the ESA seeks to promote the research findings and achievements of the epilepsy research community, the ESA social media accounts should not be monopolised by an individual or single research group to promote research for the purposes of recruitment or gaining funding. Any queries about promoting or advertising for individual research studies should be directed to the Secretary.
- Monitoring content posted on ESA accounts by members of the public.
 - The ESA reserves the right to delete or remove content that may be offensive, fraudulent or potentially harmful (e.g., incorrect or misleading medical advice).
 - There may also be a need to monitor messages sent to the ESA via social media (e.g., on Twitter). Any concerns about messages received on the ESA social media accounts should be discussed with the Secretary and/or communications officer.

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