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ECTU Central Office POL01: Social Media Policy

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Authorship and Approval			
Name and Designation	Author/Reviewer /Approval/ Authorisation	Date	Signature
Gina Cranswick (Senior Trial Team Lead)	Author	07 Oct 2022	See Retained Approval Email dated 07 Oct 2022
Pamela Sinclair (Business Manager)	Reviewer	07 Oct 2022	See Retained Approval Email dated 07 Oct 2022
Joyce Thomson (Chief Operating Officer)	Approver	07 Oct 2022	See Retained Approval Email dated 07 Oct 2022

Document Revision History		
Version No.	Effective Date	Summary of Revisions
1.0	16 Oct 2020	Initial Creation
2.0	24 Oct 2022	Update to section 3.1 to replace non-functioning link. Correction of grammatical and spelling errors.

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1.0   PURPOSE

Social media can be a valuable tool within clinical trials but is not without risk. This policy sets out a framework for ECTU to work within when creating and maintaining social media content for the purpose of promoting and highlighting the work we do. The current policy focuses predominantly on Twitter but the guidelines are relevant to all social media content for all platforms.

2.0   SCOPE

This policy applies to all employees working for the University of Edinburgh at the Edinburgh Clinical Trials Unit (ECTU). Where an account is established specifically to promote an ECTU adopted trial, irrespective of who the owner is, the creator of the account should be made aware of this policy.

This policy will be reviewed every 2 years.

3.0   POLICY

3. 1   Guidelines and codes of conduct

- Accounts established by ECTU staff for hosted trials must **always** follow the University of Edinburgh policy on the use of social media (https://www.ed.ac.uk/information-services/website-publishing/training-support/guidelines/social-media).

- If members of ECTU staff are active on social media they should be familiar with the University of Edinburgh policy on employee use of social media Employee Guidance on the use of Social Media

- This should be brought to employee's attention as part of the standard ECTU induction but also periodically raised at team meetings (i.e. TM, stats, DM&P)

- Funding bodies and, to a lesser extent, research ethics committees will have guidelines on social media use which will determine content and use of logos, acknowledgements and review process. Although these need to be adhered to, the University of Edinburgh guidelines and code of conduct take precedence at all times.

3.2   Considerations when setting up social media accounts for trials

3.2.1 Prior to creating a trial-specific social media account thought must be given to the following:

1. Who is the target audience e.g. academic, clinical or patient focus?
2. Are the required approvals in place?
3. Who will manage the account, tweet, retweet and housekeep the account?
4. When will the account be closed?
5. Are the account details documented in the TMF?

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3.2.2 A clear description and reference to ECTU and/or University of Edinburgh as appropriate should be displayed within the social media account.

3.2.3 Typical posts to these accounts include recruitment updates, new sites joining, relevant publications within the disease area and retweets.

3.2.4 Social media accounts can be used to promote a study to potential participants but users should be aware of possible selection bias if this is the only tool used. Advertising to potential participants via social media should only be carried out as stipulated in the trial ethics application and conditions of favourable opinion.

3.3   Examples of ECTU social media channels

@EdinUniECTU

The account is used to promote ECTU and the studies the unit is involved in and to retweet news of interest from followers (organisations and personal accounts considered suitable). Any messages tweeted directly by ECTU should be of unbiased and fair content and be suitable for retweeting. Typical messages cover upcoming meetings, job vacancies and retweets.

Selected staff have edit rights to this account – contact ectu@ed.ac.uk for details

@ECTUmethodology

Selected staff have edit rights to this account – contact ectu@ed.ac.uk for details

@EdinHealthEcon

Managed by Elizabeth Lemmon (Elizabeth.lemmon@ed.ac.uk)

Blogsite – Edinburgh Health Economics (https://blogs.ed.ac.uk/ectu_ehe/)

Microblogging site to showcase the work of the ECTU health economics group and their contribution to both clinical trials and health economics research in Scotland. Managed by Elizabeth Lemmon (Elizabeth.lemmon@ed.ac.uk) with a contact form on the site for any proposed content.

Blogsite – eCRUSADers (http://ecrusad.co.uk/)

Microblogging site for early career researchers using Scottish administrative data to allow sharing of experiences (good and bad) and tips. Managed by Elizabeth Lemmon (Elizabeth.lemmon@ed.ac.uk) with a contact form on the site for any proposed content.

4.0   RELEVANT DOCUMENTS AND REFERENCES

The user of this document is responsible for ensuring it is the current version.

- http://www.invo.org.uk/wp-content/uploads/2014/11/9982-Social-Media-Guide-WEB.pdf
- https://www.ncbi.nlm.nih.gov/pubmed/24004430
- https://www.cancer.gov/research/key-initiatives/moonshot-cancer-initiative/implementation/patient-engagement/social-media-clinical-trials-workshop-workshop-summary.pdf