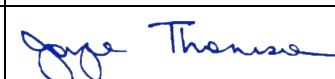


ECTU Central Office POL01: ECTU Social Media Policy

Version No:	3.0
Issue Date:	08 Sep 2026
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Authorship and Approval			
Name and Designation	Author/Reviewer/ Approval/ Authorisation	Date	Signature
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Joyce Thomson Chief Operating Officer	Approver	07-Sep-2026	

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.
3.0	28 Sep 2026	Moved to version 5.0 of the policy template. Significant changes to reflect current processes and general guidance for all types of social media

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

1.0 PURPOSE

Social media can be a valuable tool within clinical trials unit 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 policy provides guidance for the management of ECTU social media accounts and is not trial specific. Trial specific activity is the responsibility of the CI.

2.0 SCOPE

This policy applies to all employees working within Edinburgh Clinical Trials Unit (ECTU).

This policy will be reviewed every 2 years.

3.0 POLICY

3.1 Guidelines and codes of conduct

All staff should follow the relevant University of Edinburgh policies on the use of social media ([Policy on Employee Use of Social Media](#)).

- ECTU staff will not create trial specific social media accounts nor post on any account personally or on behalf of ECTU. The Chief Investigator (or designee not ECTU staff) must have ownership of and be responsible for any trial specific accounts including compliance with funder and ethical requirements. ECTU staff can support the approval steps required.
- This policy should be brought to employee's attention as part of the standard ECTU induction but also periodically raised at communication meetings

3.2 Considerations when posting content on ECTU managed social media accounts

3.2.1 Prior to posting content consider the following:

- Who is the target audience, for example, academic, clinical or participant?
- Are the required approvals in place?

3.2.2 Clear references to ECTU and/or University of Edinburgh/ Usher Institute or relevant teams as appropriate, should be displayed.

3.2.3 The account should be updated with regular content to maintain an active and consistent social media presence. Extended periods of inactivity should be avoided

3.3 Contacting the ECTU Social Media team for ECTU managed social media accounts

Articles and news for sharing can be sent to the ECTUsocialmedia@ed.ac.uk email address for review and posting on social media. Some examples of articles that may be posted online are listed (not exhaustive) below:

- Knowledge sharing content
- Posters
- Publications
- Methodology
- Recruitment for trials
- ECTU jobs posts
- News articles where ECTU is mentioned
- Introducing new staff who have joined ECTU
- 'A Day in the Life of a [Data Manager/ Business Team member etc]' or why a staff member is motivated to work in clinical trials or similar topics
- UKCRC meetings, and reflections after the meeting
- Articles where ECTU staff were the speaker, represented a team etc
- Articles related to specific events, for e.g., International Clinical Trials Day (ICTD), International Women's Day, Red for Research Day, Earth Day etc

3.4 ECTU website content

The ECTU website will host information about the clinical trials unit, business related documents and information about the trials that ECTU is involved in.

4.0 RELEVANT DOCUMENTS AND REFERENCES

- <https://www.linkedin.com/company/edinburgh-clinical-trials-unit/>
- <https://www.spcr.nihr.ac.uk/PPI/resources-for-researchers/faq/how-can-i-use-social-media-for-involvement-and-engagement>
- <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>
- University of Edinburgh Social Media Policy for employees - [Policy on Employee Use of Social Media](#)

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ECTU Central Office POL01- Social Media Policy v3.0

Final Audit Report

2026-09-07

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