Policy on the use of social media by elected members
Introduction
This policy sets out expected behaviours of elected members on social media and relevant wider digital sources.

BMA social media policy
As an elected representative of the BMA who is active on social media:
- you must not purport to speak for the BMA; your views are your own and this must be made explicit in your social media profile/s
- you should be aware that disclaimers such as ‘views are my own’ and ‘retweets don’t imply endorsement or agreement’ do not provide any legal protection. If you disseminate information that is libellous, inaccurate, or otherwise breaches legal or BMA guidelines, you can be held personally accountable
- you should use your real name and title on your social media profile/s
- during a period of regulated election activity you should either remove references in your profile to the BMA, or agree to not undertake any party-political activity for or against a particular party or candidate/s
- you must not engage in activity that could be seen to bring the BMA into disrepute. Be professional in all situations. When receiving or responding to criticism do not use profanity, threats or discriminatory language
- you should be aware that using social media to attack, abuse, bully, harass or defame individuals may result in disciplinary proceedings in accordance with the BMA code of conduct and BMA resolution process
- you must not breach confidentiality by posting information (including documents, correspondence etc) that is intended to be private or confidential. Information about the BMA which is not expressly put into the public domain by the association may only be given to others if they are entitled to receive it or if explicit permission has been granted by the original source. Further details can be found in the BMA confidentiality policy
- you must be confident of the veracity of any information you share online through social media, particularly if you are sharing information from other sources
- if you wish to use the BMA brandmarks (the name given to the two components that make up the BMA logo) on your social media profile/s, you should contact the Brand & Production Manager (contact details below) in the first instance as any use will need prior approval
- you should contact the BMA’s social media team before changing/updating any online sources of information – such as Wikipedia – describing the BMA or its elected members
- you should note that the BMA takes no responsibility for any content that is not owned or published by the BMA
- you should note that the BMA reserves the right to require removal of any material published which may adversely affect the association’s reputation or constitute a risk of legal proceedings against the association
- you should note that it is not the BMA’s role to monitor social media activity. If you have concerns about any content that you have seen, you should raise these in accordance with the BMA code of conduct and BMA resolution process.

Further reading
BMA code of conduct – this social media policy is referenced in clause 2.8 of the Code
BMA resolution process
Acceptable use terms
BMA trade mark policy
BMA confidentiality policy

Contacts
Social media team: social.media@bma.org.uk
Brand team: brandcompliance@bma.org.uk

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