

STUDENT AND POSTDOCTORAL FELLOW SOCIAL MEDIA GUIDELINES

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THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Pharmaceutical Sciences

Contents

Introduction 2

Guidelines 3

References..... 4

INTRODUCTION

Social media is an important part of how people communicate with each other every day. Facebook, X, Instagram, LinkedIn and TikTok are just a few of the many platforms that are used to share ideas, images, videos and music; facilitate discussion; and create connection amongst individuals and communities all over the world. If not used properly, however, social media has the potential to reflect poorly on you, your colleagues, the Faculty of Pharmaceutical Sciences (the Faculty), the University of British Columbia (UBC), and other persons and organizations that you are personally and professionally associated with—now and in the future.

These guidelines have been developed for students in all programs and postdoctoral fellows in the Faculty at UBC. These guidelines also complement the Faculty's and UBC's existing policies and guidelines involving social media use, professional communications and professional conduct. This includes the [UBC Faculty of Pharmaceutical Sciences Code of Conduct](#). **Students registered with the College of Pharmacists of BC must abide by the standards of conduct and the Code of Ethics adopted by the College. Thus, these guidelines must be considered, when applicable, in addition to the standards set out by the College as well as those of the pharmacy profession as a whole.**

As a student/postdoctoral fellow enrolled at the Faculty, please familiarize yourself with these guidelines in order to maintain a learning, research, and work environment that is dedicated to excellence, equity and mutual respect.

GUIDELINES

Overview

1. Do not use your UBC email account or password, or the Faculty's or UBC's logo, ceremonial crest, or other trademarks or branding, in your social media accounts.
2. Do not use the Faculty or UBC name to endorse or promote any product, opinion, cause or political candidate. Representation of your opinions as institutionally endorsed by the Faculty and/or UBC is strictly prohibited.
3. In your account profile, you may identify yourself as a student with the Faculty/UBC as a part of the bio section. Examples of appropriate statements:
 - I'm a fourth-year student in the Entry-to-Practice PharmD program at UBC.
 - I'm a PhD candidate at UBC's Faculty of Pharmaceutical Sciences.
 - I'm a third-year student in the UBC Bachelor of Pharmaceutical Sciences program.
 - I'm a licensed pharmacist enrolled in the Graduate Diploma in Pharmacy Leadership at UBC.
4. Familiarize yourself with the privacy and security settings of each social media platform you use, noting limitations and exceptions especially in regards to the protection of personal information.
5. Consider the long-term implications of sending and accepting requests to "friend" or "follow" others, as doing so may share private or confidential information, or misrepresent a relationship with a colleague, the Faculty, UBC and/or other persons and organizations that you are associated with.
6. Think before you post and carefully consider the information you share online. Once something is public, you cannot take it back. All information sent or posted electronically is permanent and may be accessible even after it is deleted.
7. Be respectful and professional at all times.

Interacting with Professors, Other Students, Practice Educators, Practicum/Internship or Research Supervisors, Employers, Colleagues and Other Professionals

1. Do not post content on behalf of your practice educator, practicum/internship or research supervisors, employer, colleague or other professionals. Material that identifies patients, institutions, companies, health care or other educational providers, or colleagues and is intentionally or unintentionally placed in the public domain may constitute a breach of standards of professionalism and confidentiality.
2. Do not contact your practice educators, practicum/internship or research supervisors or employers from personal social media channels.
3. Do not exchange private messages, photos or other information with or about professors, other students, practice educators, practicum/internship supervisors, employers, or education sites on social media.

4. If you have concerns regarding your practice education, practicum/internship or research experience, please communicate directly with your practice educators practicum/internship or research supervisor and the Faculty's Office of Experiential Education, or Office of Associate Dean, Graduate and Postdoctoral Studies, as appropriate. Do not use social media to raise these concerns.

Interacting with Patients and/or Clients

1. Consider the privacy of patients/clients. For example, everything that is written and discussed about a patient is confidential.
2. Do not contact patients or clients from personal social media channels.
3. Do not post photos or information or discuss specific details about patients/clients or patient/client interactions, even if unnamed or seemingly anecdotal.
4. Do not comment upon or criticize patients/clients, even if unnamed.
5. Do not exchange private messages, photos or other information with or about patients/clients on social media.

REFERENCES

The contents of these guidelines have been adapted from the following sources:

Social Media Moderation Guidelines, The University of British Columbia
Social Media – Personal or Faculty Use Guidelines, The University of British Columbia
Social Media Best Practices, The University of British Columbia

All available at brand.ubc.ca/guidelines/social-media.

Guidelines for the Student Use of Social Media and Electronic Communication in Practice Education Settings, Dalhousie University

Available at dal.ca/faculty/health/practice-education/for-students/Social-media-guidelines.html

Questions and More Information

If you have any questions or require more information, please contact:

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