

# Social Media Guidelines

for UVM Larner College of Medicine  
Medical Student Interest Groups & Leadership Groups

## Disclaimer

This guide was created in collaboration with the Office of Medical Student Education and the medical student body. (t Si - ( 32 .2 84 T

representative was interviewed

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## A. Before you create an account

### 1. Does an account for my SIG, SLG, or group already exist?

Before you create a social media account for your SIG, SLG, or group, please make sure an account does not already exist. To do so, consider:

- Contacting former/current members of your group
- Doing a search on each social media channel you are intending to create an account on

### 2. What if an account already exists?

Per the [UVM University Sponsored Social Media Guidelines](#):

“If a social media account already exists for your unit, and you no longer have access, make every effort to regain access. This may include contacting the social media network, account creators, and/or those with prior access.”

If you cannot gain access, [contact the Medical Student Council Chairs of Communication and Chairs of Student Leadership](#) to discuss a path

Will your account be welcomed, or will your colleagues, classmates, and others feel burdened by having one more place to check for information?

Is there another, similar group that already has an account that you could join forces with?

The UVM Larner Med Medical Student Council has an Instagram account ([@uvmlarnermedstuco](#)).

If your group determines it (a) does not have anyone to manage an account and/or (b) does not have enough content to post to the channel at least twice per week, you may consider reaching out to the [acting first-year Medical Student Council Chair of Student Leadership & Chair of](#)

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one platform and posting it on another sometimes does not work due to the varying parameters, algorithms, and audiences associated with each individual platform.

## 2. Instagram

SIGs, SLGs, and other medical student groups are encouraged to create Instagram accounts before looking to other social media platforms.

Per ongoing social media analytics reviews, the Larner Office of Medical Communications has found that most medical students at our College utilize Instagram more regularly than other social media accounts.

Additionally, SIGs, SLGs, and other medical student groups will be able to capitalize on their post's reach by tagging a variety of similarly-minded UVM undergraduate groups, national organizations, UVM Bored (in case you want to promote an event to the entire UVM campus) and have you( )Tj0.002 Tc 0.0





UVM\_Larner\_Med\_Student\_Social\_Justice

UVM\_Larner\_Med\_Stu\_Co

UVM\_Larner\_Grad\_Stu\_Co

To determine whether to use your full group name or an acronym, you can reference your national organization for direction. For instance, the Asian Pacific American Medical Students Association's national organization account on Instagram is @nationalapamsa. As such, the UVM Larner Med chapter might consider the account name UVM\_Larner\_APAMSA.

If you have a current account that does not follow this naming convention, please make every effort to update your account to follow these guidelines.

Remember, if you are creating an account that is specific to the UVM Larner College of Medicine **medical student** population, you should make that apparent in the naming of your account.

**Example:**

There is both a UVM Larner College of Medicine Graduate Student Council and a UVM Larner College of Medicine Medical Student Council.

Therefore, you would not want to create 0 Tw 3-daot 9(ec)4 (i)16 .59 0 Td( )Tj0.004 Tc -

b. What about “UVMMed” or “UVMMedicine?”

As you know, our College is closely affiliated with the UVM Medical Center, the UVM Health Network (UVMHN), and the UVM Health Network Medical Group (UVMHNMG). Use of “UVMMedicine” as the precursor of an account name would indicate to many in the public that your group is a part of the UVM Medical Center, UVMHN, or UVMHNMG rather than the College.

In fact, our College has been trying to work with Instagram for over three years now to change our account name from “UVMMedicine” to “UVMLarnerMed” (as it exists on all other channels), specifically due to this confusion. We have been regularly tagged and mentioned on posts and messaged regarding issues that have nothing to do with the College, but, rather, the medical center.

c. What about “LarnerMed?”

The Larner College of Medicine is a part of the University of Vermont. Just like the College of Agriculture and Life Sciences or the College of Nursing and Health Sciences, we are an affiliate and not a stand-alone entity.

By using the acronym “UVM” as a part of UVMLarner at the beginning of our account names, we associate ourselves with our well-known nationally and internationally recognized parent University. Additionally, as folks are more likely to conduct an account search start with “UVM” rather than “Larner,” our accounts are more likely to appear in search results if we include “UVM” in the account name - thereby helping us reach more potential audience members.

3. What email account/1 Tw -3m 4dt.3 (n)-0.6 (t)TJ0 Tc 097 -1.mailo0.6 (t)TJ0 Tc 097 -1

When you are handing over the account to your successor, you'll want to make sure you update the email address and phone number associated with the account to their email address and phone number.

#### 4. Creating a bio for your account

The bio for your account should include the handle for the UVM Larner College of Medicine within it:

- Instagram: [@UVMMedicine](#)
- Twitter: [@UVM\\_LarnerMed](#)
- Facebook: [@UVM\\_LarnerMed](#)

If you have a national/parent organization, you may also consider adding

It is important for medical students who create accounts for Larner College of Medicine-affiliated groups to understand that their commitment to professionalism and the student honor code applies to their presence on social media.

It is your responsibility to review and adhere to all information/rules regarding inappropriate content, policy considerations, and University policies outlined in the [UVM Social Media Guidelines document](#).

Additionally, it is your responsibility to review and adhere to all policies outlined in the UVM Larner Med [Medical Student Handbook](#).

The Office of Medical Education will not be proactively or retroactively reviewing your posts to ensure that you are posting appropriate content. However, should the Office of Medical Education be notified of inappropriate, offensive, or otherwise harmful content, you may be required to meet with the Office of Medical Education to discuss the event and could face additional consequences.

Remember, if you're uncertain about posting something, err on the side of

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