Medical University of Vienna

Social Media Guidelines

Contents

Foreword

Social media has been an integral part of public communication for many years now. This applies to our private lives, and professional, university and scientific domains alike.

To establish a uniform policy for all staff and students, MedUni Vienna has drawn up a set of social media guidelines which cover the following areas:

1. Mentioning MedUni Vienna
2. Protecting the institution
3. Exercising caution when posting

The MedUni Vienna social media guidelines are designed to support staff and students when it comes to successful social media communication, both in their own name and on behalf of the institution. The underlying aim is to bolster the organisation's reputation and strengthen the MedUni Vienna brand. Besides opening up many opportunities and positive possibilities, social media also comes with a number of potential risks which users must bear in mind at all times.

1 University channels

The Medical University of Vienna is currently active on the following social media channels:

1. Bluesky: https://bsky.app/profile/meduniwien.ac.at

2. Facebook: www.facebook.com/MedizinischeUniversitaetWien

3. Instagram: www.instagram.com/meduniwien/

4. LinkedIn: www.linkedin.com/school/medizinische-universitat-wien/

5. YouTube: www.youtube.com/MedUniWienMedia

6. TikTok: https://www.tiktok.com/@meduniwien

1.1 Links and hashtags

Including references to the university's social media channels is permitted and, where appropriate, should be used as a way to raise awareness of MedUni Vienna's achievements among the general public. In their personal profiles, all employees and students are encouraged to name the organisation as their employer/teaching institution.

The use of hashtags helps to increase the potential reach of individual posts and the degree of interaction with them (likes, comments). Although hashtags can be used on almost any social media platform, they are particularly popular on Bluesky, LinkedIn and Instagram.

- **The university's official hashtags are:**
  #MedUniVienna #MedUniVienna

- **Its official handles are:**
  Bluesky: @meduniwien.ac.at
  LinkedIn and Facebook: @Medical University of Vienna
  Instagram: @meduniwien
  TikTok: @meduniwien

2 Personal communication

2.1 Respect and decency are paramount when it comes to communication

- Always ensure that you express your opinion or ideas in a respectful manner.

- Do not distribute illegal, inaccurate or inflammatory content.

- Take care not to slander, attack or hurt anyone.

2.2 Be authentic and transparent

It can be difficult to draw clear boundaries between our private and professional lives online. Even in situations where you are expressing a purely personal opinion, your words may be misconstrued and attributed to MedUni Vienna as an institution.

When writing posts or contributing to online discussions on topics related to MedUni Vienna, you must make it clear that you work for MedUni Vienna but are not acting as an official university spokesperson.

Clarify the situation through statements such as *"The opinion and position taken here is my own and does not necessarily reflect the views of MedUni Vienna."* Logos and MedUni Vienna branding may only be used for communication purposes with the express prior agreement of the Corporate Communications department.

2.3 Comply with legal requirements

Like all social media users, you are obliged to comply with legal requirements online (data protection, copyright and trademark law, personal rights, etc.). If you make any statements that are questionable from a legal point of view, they may have professional and/or legal consequences.

2.4 Confidential information does not belong on the internet

Remember that your online activities are not private. Statements you make or images you post online may stay on the web forever and will likely remain in the public domain for a very long time to come. This means that they can be disseminated by other people without your knowledge.

As a general rule, when using social media:

- Avoid making comments about other people unless you have their permission to do so.

- Do not distribute photos or videos of other people without their permission and always post the necessary copyright information.

- Confidential information, trade secrets and internal matters must not be shared with the public at any time. Do not communicate anything about or from MedUni Vienna that is not in the organisation's interests. If you are unsure, you must contact the Corporate Communications department before posting. We will be happy to advise you.

2.5 Veracity

Do not make unfounded claims about research results, services or treatments when participating in discussions related to MedUni Vienna. If a response or comment is required, check the facts first, referring to previously published sources. Always ensure that the sources of information you use are up to date and correct.

2.6 Remain objective

Social media gives users the opportunity to engage in direct dialogue. Always remain calm when you are confronted with different opinions or opposing views. Explain the facts in a clear and understandable way. Do not get drawn into conflicts. Correct mistakes. If necessary, make reference to reputable sources that support your arguments. Sometimes it is better to simply let a reaction to a statement pass without comment in order to avoid drawing further attention to it. Always follow netiquette on our channels.

3 Security on social media

Cybercriminals use private messages on social media for phishing attacks. If successful, attackers can intercept personal data or take control of other people's social media accounts.

To stop your account(s) from being compromised, always bear the following in mind:

- Never share your user name and password. If your data still fall into the wrong hands, make sure that you change your password immediately.

- Do not click on links or attachments if you do not trust the source of the message, or if it otherwise arouses your suspicion in some way.

- If possible, use two-step authentication to log in to your account.

- Change your passwords regularly.

- If you receive a notification from a social network about an attempt to log in to your account (and you are sure that it was not you), change your password immediately.

- Do not confirm pop-up requests to install software that you are not familiar with. Do not grant unknown programmes access to your devices or accounts.

4 Professional communication

4.1 Dedicated accounts

Under certain conditions, employees are permitted to use dedicated MedUni Vienna-branded accounts for communication related to their academic activities.

However, they must be given permission to do so beforehand by Corporate Communications. The department will decide on the need for a dedicated account in terms of the overall communication strategy. It will also work with you on the concept and branding of the account and help you set it up. Corporate Communications must have access to all MedUni Vienna-branded accounts at all times. For information and support please contact socialmedia@meduniwien.ac.at.

4.2 Reporting on your research topics

We need your support in order to report on your work, and you can help us by submitting texts, videos and pictures. You can forward content that you think is suitable to socialmedia@meduniwien.ac.at at any time. The Corporate Communications team will walk you through the steps that follow.

At the same time, someone from Corporate Communications may approach you to ask for your cooperation/expertise for communications and social media content. In such cases, content and objectives will be defined and agreed with you before publication.

Content used for press releases, the university website, events or other internal or external purposes is also featured on MedUni Vienna's social media channels, provided that they are suitable for the network and target group in question.

5 Private channels with work-related content

Many staff and students run private social media channels on which they also post about their work or studies at MedUni Vienna.

In such cases, the following should be noted, in addition to the points set out under section 2, **Personal Communication**:

- Do not publish copyrighted content from lectures, learning materials, books or similar.

- Never publish patient data or related documents.

- Protect the privacy of patients, guests and colleagues at MedUni Vienna and University Hospital Vienna. Do not film or photograph people without their consent, especially in sensitive medical settings.

Appendix

10 quick social media rules

1. **Personal responsibility**
   Every staff member and student is responsible for the content that they disseminate on the internet. Content remains discoverable for a long time and can be traced back to its the person who posted it. In light of this, it in your own interests and those of MedUni Vienna that you are polite and respectful at all times and ensure the veracity of the content you post.

2. **Openness**
   Use your real name, identify yourself as a MedUni Vienna employee or student, and provide details of your job and function. Make it clear that you are expressing your personal opinion. Refer to and cite trustworthy MedUni Vienna sources.

3. **Confidentiality and the General Data Protection Regulation (GDPR)**
   Internal matters must be kept internal. Respect and protect patients' and colleagues' confidentiality. Internal information must not be published or otherwise made public. Do not collect and store data without the express consent of the data owner.

4. **Keep calm**
   Anger, resentment and frustration should not be the motivating factors behind social media posts.

5. **Respect**
   Show respect for others, regardless of the organisation they work for, their profession, level of education, nationality, etc.

6. **Copyright**
   When quoting, you must always cite the source. Images are almost always protected by copyright and are either not free to use or can only be used in conjunction with the necessary copyright information. Always establish the copyright situation before use. If you want to use photos and videos in which individuals are depicted, you need to ask them for their consent beforehand. Do not publish copyrighted content from lectures, learning materials, books or similar. Never publish patient data or related documents. Protect the privacy of patients, guests and colleagues at MedUni Vienna and University Hospital Vienna.

7. **Security**
   Never click on unknown or suspicious links. Never share your access data. Use two-step authentication when logging in to your accounts. Change your password regularly. Use separate passwords for each of your social media accounts. Use passwords that are as long as possible (>10 characters). Never use the same password for your social media accounts that you use for your MedUni Vienna user ID. Always update software and install security updates without delay.

8. **Spam**

   Do not send undesirable messages to other users or colleagues. Do not send e-mails to strangers without their prior consent.

9. **Criticism**

   While feedback on MedUni Vienna's social media content is always welcome, we ask you not to discuss any criticisms in public, but to instead contact the Corporate Communications directly at socialmedia@meduniwien.ac.at.

10. **Final check**

    Before publishing any content on social media, please check for accuracy and comprehensibility one final time before posting. This is the best way to prevent any misunderstandings.