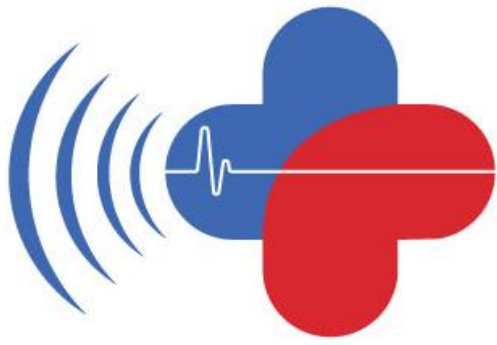




CSVS

THE COLLEGE AND SOCIETY
FOR CLINICAL VASCULAR SCIENCE
Great Britain and Ireland

Professional Standards

Social Media Guidance

Version 2.0

November 2025

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Social Media Guidance

Version 2

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PS-PP003

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1.0		Author: PSC Review due: 2021	2019
2.0	Full review and new layout	Author: Maria Morgan & reviewed by PSC Review due: 2029 Approval: CSVS Exec	01/11/2025 10/07/2026

Purpose

A comprehensive guide for general social media use (and CSVS channels) for individuals using social media in a personal capacity as a CSVS member, or as a representative of the CSVS such as a committee member. Before engaging in social media activity, you must read this document, which contains guidance on our standards. This will be reviewed on a regular basis, at least every 3 years.

Social Media Guidance

Introduction

This document describes how the CSVS will use social media and provides guidance to all CSVS members in understanding how to balance transparency and confidentiality in their use of social media. Social media can be a valuable resource but is not without risks. The aim of this guidance is to assist understanding how to gain from its benefits whilst protecting members from the risks and negative effects whilst protecting the reputation of the CSVS. This guidance should be read in conjunction with CSVS Code of Professional Conduct alongside your own employers Social Media Policy.

Additional information and advice is available from the Society of Radiographers [SoMeRAD: Guidance for the radiography workforce on the professional use of Social Media | SoR](#) and Health & Care Professionals Council (HCPC) [Guidance on the use of social media | The HCPC](#)

The CSVS has its own official social media channels, Facebook, Instagram, LinkedIn and X formerly known as Twitter¹. Posts that are related to the profession or CSVS that have not been approved by the executive committee should clearly state that the views shared are your own and not of the CSVS.

Personal digital footprint

Through social media we can create a professional competent profile, raise awareness of important professional issues, promote evidence-based practice and disseminate research. We have a responsibility to uphold the reputation of our profession and exercise good and ethical judgement, respecting confidentiality and privacy in any public comment, whilst remembering that we are representing our profession and employer.

Legal / ethical requirements, code of professional conduct and member responsibilities

The legal requirements associated with on-line communication are no different to those with which we are familiar in our professional communications in the workplace. When using social media it is important to be clear on whose behalf you are speaking is it yourself or an organisation? It is important to remember that improper use can result in a breach of professional code of conduct.

Ensure that your personal values, biases and beliefs do not lead you to discriminate against service users, carers or colleagues when using social media platforms.

All CSVS members are responsible for their compliance with this guidance. Any member who is unsure about whether something they propose to do on social media

might breach policies should seek advice from the Chair of the professional standards committee.

The CSVS Website Officer will be responsible for the management of the CSVS social media channels, monitoring content, and raising areas of concern to the Exec Committee. It is not appropriate for members to comment on behalf of the CSVS in social media.

General advice

All comments must be factual, not contain discriminatory or offensive language.

Internet 'trolling' is the deliberate posting of inflammatory messages to damage and disrupt the flow of information. This type of activity would be considered a breach of CSVS, Health & Care Professions Council (HCPC) and other professional body standards of professional conduct. If we witness trolling we have a professional responsibility to point out the inappropriate nature of such behaviour. Victims of trolling are advised to withdraw from discussions and consider the use of 'reporting' and 'blocking' functions found in some social media platforms.

Think carefully before engaging in debates related to personal beliefs (such as religion or politics), as these can be misinterpreted as being endorsed by your profession. If you do engage in these sorts of discussion, you need to clearly state that these are your own beliefs.

The ethical, professional and legal duty to protect information and confidentiality should also be applied to the use of social media

Image-sharing platforms (such as Pinterest, Instagram and Snapchat) have the danger that copyrighted and or confidential material might be uploaded without the required permissions (eg if patients are permitted to take images of themselves during an examination or request to take a photo of their image on a monitor, other patient data may be inadvertently captured)

It is inappropriate to post personal or derogatory comments about patients or colleagues on public internet forums.

Healthcare professionals are advised against accepting friend requests from patients.

Think carefully before 'posting' when you are feeling emotional or negative about a particular issue, considering the effect of 'post' on all recipients.

Represent your profession with integrity and speak out when you witness inappropriate on-line behaviour.

Complaints

Any complaints regarding the use of social media should follow the CSVS complaints procedure.

Acknowledgements

The CSVS is grateful to the Society of Radiographers and HCPC, for use of their resources to create this guidance.

¹CSVS Social media links



Vascular related social media links:

<https://x.com/VascularNews>

<https://x.com/VSGBI>

<https://x.com/CircFoundation>

<https://x.com/vascularnurses>

<https://www.instagram.com/societyforvascularsurgery/?hl=en>

https://www.instagram.com/vascular_society?igsh=c2M2cXVuanB2NGRx

<https://www.instagram.com/circulationfoundation?igsh=MWw4amx1M2hhcWhobA==>

<https://www.facebook.com/SVN2020/>

<https://www.facebook.com/CirculationFoundation/>

References & Links to useful information

Society of Radiographers “Guidance for the radiography workforce on the professional use of Social [SoMeRAD: Guidance for the radiography workforce on the professional use of Social Media | SoR](#)

Health & Care Professionals Council “Guidance on the use of social media” [Guidance on the use of social media | The HCPC](#)

General medical Council “Using Social media as a medical professional” 2024 [Using social media as a medical professional - GMC](#)

British Medical Association “Ethics of social media use ” [Ethics of social media use for doctors](#)

NHS England “Good practice guidelines for GP electronic patient records - working in a digitally transformed NHS – social Media ” March 2025 [NHS England » Social media](#)

The Nursing and Midwifery Council “Social media guidance” July 2025 [Social media guidance - The Nursing and Midwifery Council](#)

England and Wales Government “Charities and social media” guidance Sept 2023 <https://www.gov.uk/government/publications/charities-and-social-media>

CharityComms “Social media policy template” July 2024 [Social media policy template | CharityComms](#)