

## DIVISION OF UROLOGY SOCIAL MEDIA COMMITTEE - TERMS OF REFERENCE

**Committee members:** Staff supervisor

Junior Resident

**Term:** 2 years with opportunity for renewal

**Selection:**

Residents are selected based on interest in the role. If more than one resident, the Chief residents create a blind vote after interested parties do a present which includes their goals/plans for the role

**Role:**

- Maintenance of Division of Urology Instagram account (social)
- Contributor to Division of Urology twitter account (academic)

**Goals:**

- Enhance social media presence for our program to engage medical students, residents, and other health care professionals
- Highlight and enhance distribution of academic achievements
- Promote resident wellness
- Dissemination of social programs, events, etc.
- Attract future applicants to our program

**Responsibility:**

- Divisional social media passwords should be protected and maintained by the social media committee only and not to be shared outside of the committee
  - o Passwords will change with the change of committee members
  - o Passwords to be provided the Program Administrator
- Only members of the committee may post; however, photos/posts/text can be provided by other residents/staff as desired, but ultimately approved by a member of the social media committee
- At minimum a weekly Instagram post
  - o Including, but not necessarily limited to stories, reels, educational posts, features, giveaways, program updates, events, Instagram live, day in the life etc.

**Terms:**

- Any posted photos must be approved by those that appear in them
  - o This can be by verbal, written text, or implied by providing the photo to the social media team for public use
- No posts of patients, discussion of cases, or any patient identifying information, this includes intraoperative photos that might include patients
- No photos of genitalia
- Photos and posts must be sensitive to EDID issues
- Cannot post sexual innuendos
- No derogatory posts about any person or group of persons. There will also be no post that suggests discrimination against any group of people.
- Cannot post either direct or indirect slander or suggestion of malpractice against a colleague, co-resident, or any other professional
- These posts are not personal opinions and should not include feelings about public issues, including politics, policies, public health issues, etc.