



UMC Utrecht

Guidelines for social media

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For all students studying and/or undertaking internships at UMC
Utrecht

Introduction

This document contains guidelines and rules relating to the use of social media by students of UMC Utrecht.

If you are active on social media, it is good to take a number of things into account. Due to the nature of social media, there are risks associated with its use. Posted messages spread quickly and, in most cases, are visible to everyone and difficult to remove. Therefore, these guidelines and rules have been created to provide direction for the use of social media and to support students in safe and responsible use.

Who are these guidelines for?

The guidelines in this document apply to all students at UMC Utrecht in the programmes Medicine, SUMMA, Clinical Health Sciences, Biomedical Sciences, and all students and course participants of the UMC Utrecht Academy.

They also apply to students from other faculties of Utrecht University or from other universities in the Netherlands or abroad who are doing an internship or conducting research at UMC Utrecht.

Guidelines

1. Beware of the nature of social media

Direct: Everything you post on social media is immediately readable to the outside world.

Transparent: The content is available for everyone to read, follow and save. Even when it appears that the information can only be read by, for example, 'friends', discretion is required. The moment you post information, your friends (and subsequently third parties) can do whatever they want with it.

Permanent: Messages posted on social media are difficult to remove completely. As a user, you do not know exactly what information social media platforms share about you with third parties based on your online activities. You also have no influence over this.

Interactive: When you post a message, you can expect reactions to it. Be prepared for this.

2. Behaviour

We expect everyone to behave online in accordance with the UMC Utrecht code of conduct and integrity policy. More information about this: <https://ditzijnwij.umcutrecht.nl>

For every student, a number of rights, obligations, regulations and guidelines apply. This is laid down in the Education and Examination Regulations and the Student Charter. In addition, there are rules of conduct for students and employees, and there is a language code of conduct: Utrecht University Language Policy. More information about this: <https://students.uu.nl/praktische-zaken/regelingen-en-procedures/oer-en-studentenstatuut>

3. Privacy and Confidentiality

Just as in our work, respect, privacy and confidentiality are also important on social media. You must not share organisation-sensitive information: think of personal data, photos of patients and/or employees, internal documents, etc. In the context of the patient-care provider relationship, you must comply with the rules that apply to all forms of communication with the patient and, in particular, medical confidentiality.

4. Copyright- en portrait rights

Interviews and the making of photo, video, audio or television recordings are only permitted with explicit prior consent from all parties involved (UMC employee and/or patient) by signing a consent form drawn up by Marketing and Communications. For this, please contact the Marketing and Communications Directorate via Connect (intranet) or via the contact details below.

Never post images (photo/film/animation), audio fragments or texts from lectures and other educational material on social media without the consent of the lecturer or fellow student. In doing so, comply with the rules regarding portrait rights and copyright.

If you want to post photos or video material in which fellow students, lecturers or patients of UMC Utrecht can be seen or heard, you must first ask for permission. The person photographed can give permission for this via a consent form drawn up by Marketing and Communications. For this, please contact the Marketing and Communications Directorate via Connect (intranet) or via the contact details below.

5. Brand and corporate identity UMC Utrecht

Only UMC Utrecht corporate and business accounts use the UMC Utrecht logo and corporate identity. These may include Facebook pages of departments and divisions, but also Twitter accounts of students or employees who have been appointed by UMC Utrecht as social media ambassadors. You may not use the UMC Utrecht brand in the title of an account without having permission from the social media team of the UMC Utrecht Marketing and Communications Directorate. They can be reached via social@umcutrecht.nl.

6. Communicating about studying and/or working at UMC Utrecht

Always speak on behalf of and from yourself. Avoid people thinking that your opinion or posts are also those of UMC Utrecht. You can make this even more explicit by adding "My posts are personal / Views are my own" to your bio.

In your bio, you may of course state that you work for UMC Utrecht. And you may always tag UMC Utrecht in your posts that are about working or studying at UMC Utrecht.

1. Safety

Social media are fast and interactive. You can respond easily, even anonymously. This makes it easier to behave antisocially on social media as well. Threats and intimidation are inappropriate behaviour. Have you received threats and would you like to consult with experts in the field of safety? Then you can contact meldpunt-onlineveiligheid@umcutrecht.nl.

Or contact the social media team via social@umcutrecht.nl.

7. Contact details

Communication Team, Education Centre

A.A. Hijmans van den Bergh Building, room HB 4.69

Universiteitsweg 98, 3584 CX Utrecht

Onderwijscentruminformatie@umcutrecht.nl

Telephone: 088 – 755 34 55

Marketing and Communications Directorate, UMC Utrecht



Social media team: social@umcutrecht.nl

Press office: press@umcutrecht.nl