

## **Guidelines for Medicinska Föreningen's Instagram account - @mfsthlm**

1. The union's account is @mfsthlm and the purpose of it is to share and advertise everything that happens within the union.
2. The account is administered by the chair of the Communication Committee. The chairperson may, if necessary, delegate responsibility to another person within the committee.
3. Password changes are only made by the Communication Committee and must be done on a regular basis. The password must always be available to the presidium of MF and the chair of the Communication Committee. The password must be designed in such a way that it is not possible to easily guess or be the same as any other password.
4. The chair of sections, committees and associations has the right to contact the Communication Committee and, if possible, have access to login information to be able to upload pictures during periods with a lot of activity.
5. All union bodies can at other times send in pictures and content to the Communication Committee to have it posted.
6. The chair of the Communication Committee is responsible for ensuring that the material published complies with laws and Medicinska Föreningen's internal rules and values (Appendix 1).
7. The following rules apply to users of the account:
  - a) The photos and videos posted on Instagram must be related to Medicinska Föreningen.
  - b) It is not permitted to publish anything that may be perceived as offensive or classified information.
  - c) It is strictly forbidden for anyone other than the Communication Committee to change the password of the account.
  - d) The people who are photographed and who can be recognized in the photo must be aware that they can appear on Instagram and other social media channels. Verbal agreement is enough.
  - e) All posts must be signed with the name and the union body the post represents.
  - f) Captions must be in English or in Swedish with English translation.
  - g) Any form of marketing or advertising which is not specifically for Medicinska Föreningen, whether remunerated or not, must be approved by the presidium.
8. The Communications Committee reserves the right to change and delete posts if they do not comply with the regulations mentioned above.