



www.bts.org.uk

Social Media Guidance for Delegates

BTS Congress and Events

You are welcome to share content from BTS events via social media but please follow this guidance:

General

- If you are tweeting or sharing content via social media from a BTS event please use the Event Hashtag: #BTS2019 The BTS twitter account if you wish to direct comments to us is @BTSTransplant
- Remember that tweets and posts may be the public's way of accessing information at the conference. They are not attending the conference, so items you post can easily be taken out of context.
- When sharing information from someone's presentation or poster, please ensure that you include the speaker or author's name or handle and the event hashtag in your posts in order that speakers can see this and respond to any comments. If presenter is not a social-media user, please give their first initial and last name as a minimum.
- Please use quotation marks for direct quotes and ensure that it is clear what is spoken by a presenter and what is your opinion. Ideally use different tweets for their quote and your response for clarity.

Sharing content

- We are happy for you to share content during presentations but please be discrete and mindful of those around you.
- The default policy is that all presenters can be photographed and presentations and posters can be shared outside of the event unless the presenter or author expresses a desire otherwise or the information falls into one of the categories listed below. Please be respectful of the presenter or author's wishes.
- A presenter will let you know if they do not wish information to be shared through the use of a logo on the title slide or poster (meaning applying to the entire content of the presentation or poster) or on specific slides (applying to just the content of that slide). The presenter may also verbally request this at the beginning of the presentation. If you are late to a presentation, please assume a 'No Social-Media' request has been made until you have checked directly with the speaker or a member of the BTS team.
- Please do not post any of the following:
 - photographs of figures or tables with data, without the expressed consent of the author/presenter.
 - photos or details of patient case studies, even though they are anonymised
- If you are posting a photograph of the presenter or general conference photos, please be aware of information that may be on slides in the background, and ensure that the background presentation is not visible if a 'No Social-Media' instruction has been requested.

Thank you. Please let us know if anything is unclear or you have any questions.