

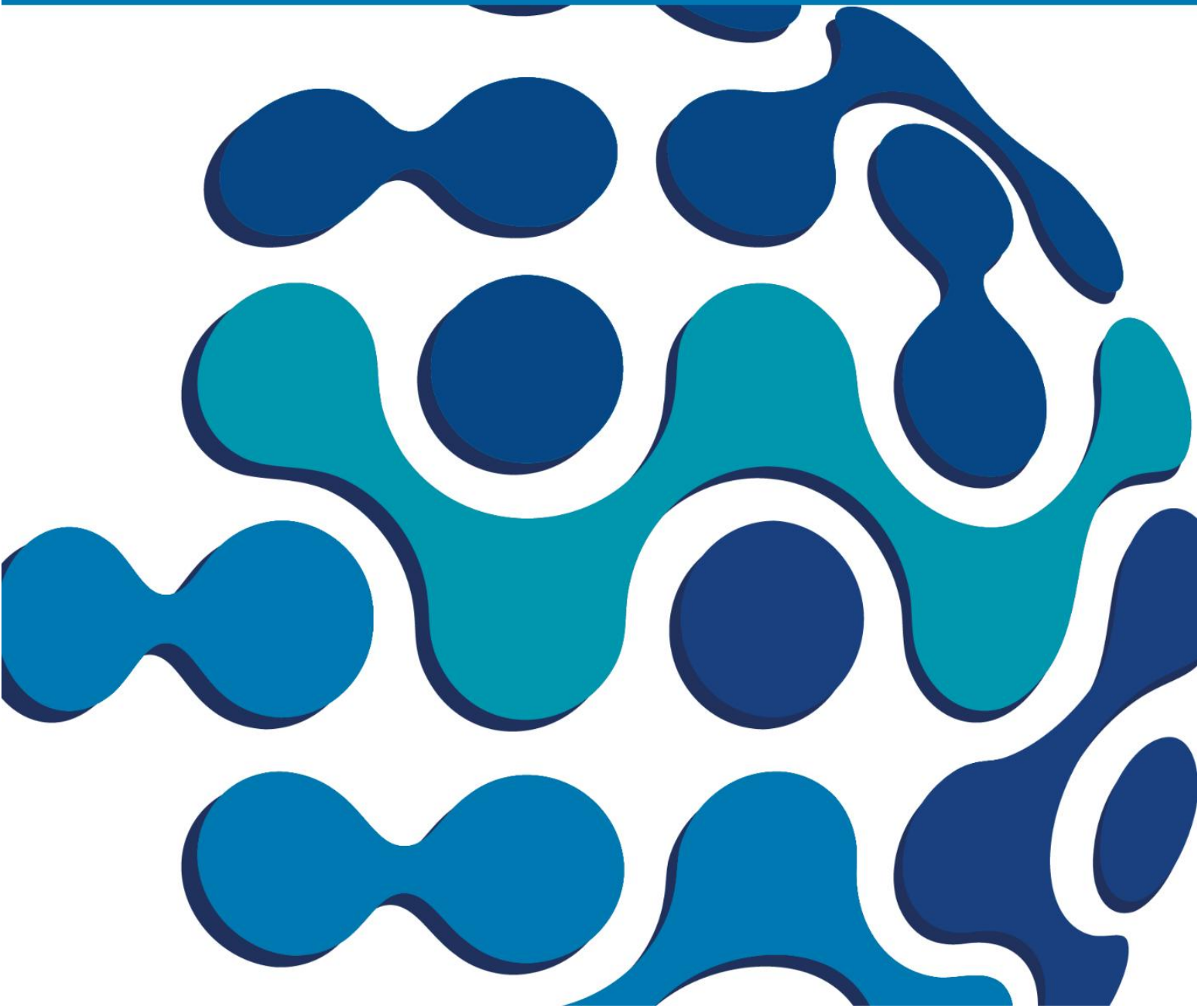


ROYAL COLLEGE OF PSYCHIATRISTS  
**International  
Congress**



# Social media guidance

[www.rcpsych.ac.uk/events/congress](http://www.rcpsych.ac.uk/events/congress)



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## General Information

Social media offers a powerful way to connect, share and amplify learning before, during and after an event.

Whether you are a speaker, delegate or interested follower this guidance will help you use social platforms confidently and professionally in relation to the International Congress.

Ensure you read through our platform guides, do's and don'ts and guidance on etiquette and privacy to ensure your contributions are thoughtful, respectful and appropriate.

Use the official graphics, templates and hashtag #RCPsychIC to let others know you're attending and create a sense of community. Follow the programme and engage with content you're excited about, share journeys, reflections and key insights as the Congress unfolds.

As you share, remember, your voice helps shape the conversation. With best practices you can make sure your content is effective, ethical and enhances the experience for everyone.

## Post templates

- *Excited to be heading to #RCPsychIC! Who else is going?*
- *Looking forward to learning more about [topic] at #RCPsychIC*
- *Excited to be attending #RCPsychIC in Liverpool – looking forward to [Keynote/topic] and connecting with colleagues in [area]. If you're there, what session are you most excited for?*
- *Loved hearing [Speaker name] on [Topic] today at #RCPsychIC – so many great takeaways*
- *Great discussions happening at #RCPsychIC – join the conversation online too*
- *Just heard from [Speaker name] on [Topic], particularly interesting was [key insight]. Really makes me think about [application/implication] #RCPsychIC*
- *Thank you to everyone who made Day [X] of RCPsychIC so engaging. Inspiring talks, strong discussions and new connections – excited for Day [X] with talks on [topic]*

## Platform guides

Platform	What works well	Best practices/tips
X (formerly Twitter)	Live updates, threads, quotes, tagging speakers, real-time engagement	<ul style="list-style-type: none"> <li>• Use #RCPsychIC and tag speakers/colleagues</li> <li>• Keep posts concise and use threads for longer reflections</li> <li>• Add clear, captioned visuals</li> <li>• Retweet and comment to amplify others</li> </ul>
LinkedIn	Professional reflections, session takeaways and networking	<ul style="list-style-type: none"> <li>• Write thoughtful posts summarising learning</li> <li>• Use 2-3 hashtags, including #RCPsychIC</li> <li>• Tag colleagues and organisations</li> </ul>
Instagram	Visual storytelling	<ul style="list-style-type: none"> <li>• Use stories, reels and carousels to show scenes from Congress</li> <li>• Write meaningful captions</li> <li>• Include the official hashtag in captions</li> <li>• Save top stories in 'highlights'</li> </ul>
Facebook	Community engagement, photo albums and cross posting	<ul style="list-style-type: none"> <li>• Share recaps and albums</li> <li>• Use groups/event pages if available</li> <li>• Post during peak times</li> </ul>
Bluesky	Short-form content and community building among professionals	<ul style="list-style-type: none"> <li>• Use hashtags even though discoverability is evolving.</li> <li>• Post reflections, speaker quotes, and short reactions.</li> <li>• Engage through replies and quote-posting.</li> <li>• Great for fostering smaller, quality conversations</li> </ul>

## Universal do's and don'ts

Do	Don't
Use the official hashtag #RCPsychIC in all posts	Use incorrect hashtag(s) or misspell the official ones - it reduces visibility.
Attribute quotes/content to speakers	Misquote or share content out of context
Use high quality visuals and ensure they're accessible	Post low resolution, unreadable photos or inaccessible media
Engage politely with others	Criticise harshly or dismissively in public. If you have concerns, reach out more privately or via official feedback channels
Respect data protection/publication and patient confidentiality	Share sensitive or unpublished data without permission, or identify individuals without consent
Engage with other posts by replying to comments, share others' content and encourage discussion	Post and disappear - don't just broadcast your message it's a missed opportunity to connect and reflect
Ensure you have permission from the author before posting any photos of their slides, poster or other academic content	Record or share academic content or people with consent from the organiser. This includes slides, lectures, posters, individuals and exhibition materials

## Etiquette and privacy tips

The College's values underpin everything we do and must be taken into account when posting on social media in relation to RCPsych or its work.

Please see below the College's core values for psychiatrists

- **Communication:** successful conveying or sharing of information, ideas and feelings
- **Dignity:** being worthy of respect
- **Empathy:** showing the ability to understand and share the feelings of another
- **Fairness:** treating people equally without favouritism or discrimination
- **Honesty:** truthful and sincere
- **Humility:** having a modest view of one's importance
- **Respect:** due regard for the feelings, wishes or rights of others
- **Trust:** firm belief in the reliability, truth or ability of someone

If you are a practising doctor you should also familiarise yourself and comply at all times with the General Medical Council's guidance '[Good Medical Practice](#)' and it's specific guidance '[Using social media as a medical professional](#)'

The College also has a dedicated [social media policy](#) for employees, members and patient and carer representatives and a [companion guide](#) with advice and guidance on online safety and reducing risks for all College members.

## Privacy and consent

- Always seek permission before posting photos of:
  - Slides, posters or academic content
  - Speakers, delegates, staff or exhibitors
  - Any identifiable individuals in session rooms or social spaces
- Do not record video or audio of sessions, presentations or conversations unless explicitly authorised by the Congress organizer
- Avoid sharing
  - Unpublished data or research
  - Sensitive case details or identifiable patient stories

- Respect speaker intellectual property. Slides, graphics and data belong to the present so don't assume public sharing is accessible

## Professional etiquette

- **Be respectful** – treat all speakers, delegates, and contributors with courtesy and professionalism. Social media is a public and permanent space, criticism should be constructive, not dismissive or personal. If you're sharing opinions or reflecting on a session you disagreed with, focus on the content rather than the individual, and avoid sarcasm or inflammatory language. Respectful dialogue builds credibility and encourages diverse perspectives
- **Engage thoughtfully** – it's encouraged to comment, ask questions and share through social media to generate two way conversations. Avoid posting in a way that feels like spam or self-promotional behaviour. Aim for genuine engagement, promote sessions or content meaningfully and not just repetitively
- **Give credit** – When quoting a speaker, summarising a talk, or referencing someone's idea, clearly attribute the source. Use full names where possible and tag them on the platform if appropriate. This is respectful and helps readers find original sources, builds professional networks, and avoids unintentional plagiarism or misrepresentation.
- **Stay relevant** – Your posts should contribute meaningfully to the Congress conversation so focus on sessions you attended, ideas sparked by keynotes or panels, posters you viewed, or interactions with colleagues. Avoid going off-topic with unrelated promotions, memes, or unrelated commentary under the event hashtag. Staying on theme improves your post's visibility and helps build a richer, shared learning experience for everyone.
- **Avoid disruption** – posting appropriate content during sessions is welcome but please be mindful of those around you. Avoid blocking other attendees views if taking photos and make sure your flash is off. When posting, tapping away visibly can be distracting for others, particularly if your device is on loud. Ensure that your device is muted and consider sitting near the back or sides to avoid disruption
- **Know your platform** - Each social media platform has its own norms, audiences, and expectations. Tailoring your tone, format, and content style for the platform you're using helps your posts resonate better and avoids missteps. Ensure you read through our platform guides for some top tips