

KBIM SOCIAL MEDIA POLICY

1.0 INTRODUCTION

- 1.1 This policy is designed to guide residents of the Kuwait Board of Internal Medicine (KBIM) in the appropriate use of social media, particularly in relation to the use of KBIM's name and logo.
- 1.2 The goal is to maintain the high standard of professionalism and ethics associated with KBIM while allowing residents to engage in social media activities.

2.0 SCOPE

- 2.1 This policy applies to all residents currently enrolled under KBIM as well as previous residents of the program.

3.0 POLICY STATEMENT

- 3.1 The KBIM is committed to upholding its reputation and expects all residents to contribute to this by using the KBIM name and logo appropriately on social media platforms.

4.0 USE OF KBIM NAME AND LOGO

- 4.1 Authorized Use: Residents may use the KBIM name and logo to denote their affiliation with the institution in a factual and professional manner, such as in a LinkedIn profile or in the context of academic presentations. However, it must be explicitly clear that the account is personal and does not represent an official KBIM communication channel. In any social media profile or post where the KBIM name or logo is used, residents must include a clear statement, such as "This is a personal account and my views do not represent the official stance of the Kuwait Board of Internal Medicine."
- 4.2 Any other use of the name KBIM that implies ongoing affiliation or endorsement needs to be pre-approved by the Residency Program Committee (RPC).
- 4.3 Prohibited Use: The KBIM name and logo must not be used in any manner that suggests endorsement of commercial products or services, political views or in any content that could bring the institution into disrepute.

5.0 GUIDELINES FOR SOCIAL MEDIA CONTENT

5.1 **Professionalism**: Residents must conduct themselves professionally on social media, understanding that their online presence can reflect upon KBIM.

5.1.1 Professional Conduct in Expressing Dissatisfaction

5.1.1.1 **Constructive Feedback**: Residents are encouraged to provide feedback about their rotations and experiences through the appropriate channels within KBIM.

5.1.1.2 **Prohibition on Public Disparagement**: Residents must refrain from publicly disparaging any aspect of the residency program, including rotations, on social media or other public forums. Concerns should be addressed directly to the Residency Program Committee (RPC) or designated supervisors.

5.1.1.3 **Consequences of Non-Compliance**: Public statements that harm the reputation of KBIM or its staff, or that violate confidentiality agreements, will be subject to disciplinary action.

5.2 **Confidentiality**: Strict adherence to patient confidentiality and privacy must be always maintained. No patient information should be shared on social media.

5.3 **Representation**: If residents identify themselves as part of KBIM on social media, it should be clear that their views and opinions are their own and not official statements from KBIM.

6.0 REPORTING AND COMPLIANCE

6.1 Suspected violations of this policy should be reported to the KBIM administration. Violations may result in disciplinary action, up to and including termination from the residency program.

7.0 SUPPORT AND RESOURCES

7.1 Residents seeking clarification or advice regarding this policy should contact members of the Residency Program Committee (RPC) at KBIM.

8.0 REVIEW AND UPDATE OF POLICY

8.1 This policy is subject to periodic review and may be updated as necessary to reflect changes in social media practices and legal requirements.