

Additional advice on the use of social media during CSP Council elections

This advice is intended to help members interpret the CSP canvassing rules in relation to using social media including iCSP. Although the canvassing guidelines do not explicitly refer to social media, they are relevant to these channels of communication. The same principals apply regardless of whether canvassing and candidate promotion is in person, in writing or via social media.

The canvassing rules are at www.csp.org.uk/documents/council-elections-2018-canvassing-guidelines .
Queries about the canvassing rules can be directed to the Governance Team colesa@csp.org.uk .

Members should also be mindful of the CSP and other guidance on the professional use of social media – see www.csp.org.uk/socialmediaguidance.

Candidates

Candidates can promote themselves on their own social media accounts and via iCSP providing they do so in line with the canvassing rules.

Members

Members who are not themselves candidates can indicate their support for candidates on their personal social media accounts.

Members must not disparage candidates on social media.

Accounts administered by multiple members e.g. Physiotalk or university physio student society accounts, can facilitate candidate discussions but should;

- Treat all candidates equally by inviting all candidates to take part and enabling their participation, bearing in mind some may not be social media active. Providing all candidates have been invited, virtual hustings can go ahead even if one or more candidates declines to take part.
- Ensure discussions are positive and comply with the canvassing rules and professional standards.

The CSP and CSP Staff

Official CSP social media accounts must not be used to publicise or promote candidates. This means that no candidate can be quoted, mentioned, liked, retweeted or have their posts shared using;

- CSP corporate accounts
- Country Board or Regional Network accounts
- the CSP Student national accounts
- Regional CSP student group accounts
- individual staff accounts, whether classed as authorised users or not.



Professional networks

Unlike ERNs, Country Boards and our student groups, professional networks are not legally part of the CSP. So, as organisations, they are free to endorse candidates and to publicise this via social media. However, if PNs wish to canvass for candidates via social media they must comply with the canvassing guidelines.