

## Guidelines for the LUDC/DPLU Instagram account

### AIM

The aim of this Instagram account is to make researchers within LUDC and DPLU more visible to each other and to facilitate the connection between people. The posts will show what we do, the techniques we use and the questions we ask. The account is open to anyone who wants to get an insight into how diabetes research is conducted within LUDC.

### RESTRICTIONS

The responsibility of the account will rotate between research groups but ultimately the responsibility belongs to the DPLU.

- To make sure we follow the General Data Protection Regulation (GDPR), the posts should only show employees in work-related situations. No one should be pictured without (oral) consent.
- It is forbidden to use the pictures posted on this account in any other way unless the photographer as well as the pictured people agree. (See the Insta challenge declaration)
- As a public authority, we are obliged to monitor our social media channels, and address incoming questions and comments without unnecessary delay. Comments are not allowed to contain infringing or harmful personal data.

NOTE: In case pictures or text go against the restrictions, contact DPLU representatives (for contact details see [www.ludc.lu.se](http://www.ludc.lu.se)) or the communications officer Sara Liedholm.

### FURTHER INFORMATION ABOUT SOCIAL MEDIA and GDPR:

#### **Public authorities on social media:**

<https://www.staff.lu.se/support-and-tools/communication-and-graphic-profile/social-media/public-authorities-on-social-media>

#### **Personal data and data protection (GDPR):**

<https://www.staff.lu.se/support-and-tools/legal-and-records-management/personal-data-and-data-protection-gdpr>

#### **Contact:**

Sara Liedholm, communications officer: [sara.liedholm@med.lu.se](mailto:sara.liedholm@med.lu.se)

## Insta challenge

In January 2020, we are launching an Instagram challenge. The challenge will go from one research group to another.

The challenge is to *post three pictures during one week*. Stories are unlimited but still need to adhere to the guidelines.

The pictures and text can show:

- A group picture to present yourself
- people from the group (who consent to the post)
- equipment
- details from the lab or office etc.

Pictures should NOT show:

- people that don't belong to the research group.
- details that reveal the identity of anyone who has not given consent
- facts or results that don't belong to the research group
- facts or results that haven't been published (or can jeopardize a future publication)

Complete the posting with relevant hashtags;

#researchgroup

#researcharea

#diseaseofinterest

#researchquestion

#ludcdplu

#ludc

#dplu

etc

If you wish to share a moment from your work while it is not your week, for example if you visit a conference or a seminar, please feel free to do so. Use the hashtag #notmyweek

NOTE: Remember it is our responsibility as a public authority to monitor and address incoming questions and comments. The responsible research groups monitor the account during their week. In case pictures or text go against the restrictions, contact DPLU representatives (for contact details see [www.ludc.lu.se](http://www.ludc.lu.se)) or the communications officer Sara Liedholm.