



# Social Media guidance update - 2025

## Undergraduate Paramedic students

### Audience:

- Undergraduate Paramedic Students - All SWASFT partner Universities
- Partner Universities
- All interested parties and Practice Educators

### Published by – SWASFT Practice Education Team

Over the last few years there has been a large shift in the way people use and engage with others on social media platforms. There has been an increase in user-generated video content which is now one of the most popular ways of using social media. A large proportion of social media guidance was written prior to this cultural shift, and we would like to provide clearer guidance and more explicit advice on what is and isn't appropriate for a Paramedic Student on placement with SWASFT from one of our partner universities.

This advice is not aimed at one particular platform or type of media but should be read with user generated video content in mind as well as other forms of communication. For example, but not limited to – TikTok, X, YouTube, Instagram, Facebook as well as other online message boards and forums.

This guidance is additional supporting information to the Trust's existing [Social Media Toolkit](#) and both documents should be adhered to in conjunction with each other.

Other organisations carry social guidance that also applies to students:

- [HCPC Guidance on the use of social media](#)
- [AAACE \(Association of Ambulance Chief Execs.\)](#)

Each university has their own conduct guidance for students around social media, and you are encouraged to familiarise yourself with them as they may include additional guidance.

**Please be aware that by not following guidance issued by your university or placement provider, you may jeopardise not only your placement, but your university course, future career prospects and even your future registration.**





## Key guidance

This is not an exhaustive list of guidance, but some key do's and don'ts.  
Please seek advice from your PEF or the SWASFT Communications team if uncertain.

### Representing your profession/ university / placement provider -

If you appear in uniform – university uniform or SWASFT, you are seen as a representative of all three. The public may not differentiate or understand the difference between uniforms, or that a student is not an employee of SWASFT.

If you mention verbally or you tag/write about your course, mention verbally or are tagged have written about your profession – for example - Paramedic, ambulance, NHS, or paramedic student etc. Or associate yourself with the ambulance service in any way.

This would be seen as representing your university, placement provider and profession in general. The public rarely differentiates between students and paramedics.

Your actions, words, images, comments can easily be seen to bring the profession, your university and SWASFT as your placement provider into disrepute. What is appropriate can be subjective, and what you may think is ok, may not be seen in the same light as someone else who then makes a complaint.

## Do's

**Do** - Bear in mind that everything you post is visible to your tutors, the university professional suitability teams, your placement provider, your future employer, the national press and anyone with access to the internet. Even if you post in a closed group, channel, or WhatsApp group, someone who thinks your post is inappropriate can still share it with others.

**Do** – Try and keep personal and professional accounts separate. What may be acceptable to share with your friends such as nights out, next to you in photos or footage of you in uniform or in the workplace do not portray a professional image. Bear in mind that inappropriate behaviour on a personal account is also open to scrutiny as the registered professional that you are aspiring to be. Personal social media also falls under the student HCPC code of conduct.

**Do** - Think before you post. Once content is online, it is very difficult to remove.

Use the simple rule of 3:

1. Would I be happy to see this content in the national press or news website?
2. Would I be comfortable discussing this content during an interview for a senior post later in my career?
3. Would I be confident for this content to be read out or viewed during an investigation?





## Don'ts

**Do not** – say or do anything that could bring the Trust or other placement provider, profession or University into disrepute. Be aware this can be very subjective. You may feel that what you are doing or saying is acceptable. A member of the public or member of the Trust or University may feel very differently. Be very aware of stating opinions as if you will be perceived to be representing the profession, NHS, and University by default.

**For example, but not limited to** - hateful opinions or comments, political statements, *perceived* sexualised behaviour or comments, *perceived* intoxication, defamatory comments about your university, placement provider, another Trust or the NHS in general.

If there is any doubt, **do not** say, post, write, or publish it.

**If you breach placement provider or university policy, you may be subject to a professional suitability process and face placement being suspended or withdrawn and reported to the HCPC as a pre-registrant.**

**Do not** – accept any form of corporate sponsorship or attempt to deliberately monetize or promote products whilst in a professional capacity. For example - in uniform, in or in view of Trust vehicles/premises, tagged as or mentioning you are a student paramedic, ECA etc.

**Do not** – publish any details about a call or incident. If you are sharing this in public, even anonymised details can be identified by the patient or people close to the patient. Sometimes a patient or someone close to them may think you are talking about their call even if you are not.

**Do not** – film or photograph on SWASFT or other organisation's premises without explicit permission from the organisation. You can film or photograph the outside of a building from a public place, but you're not allowed to film inside.

**Do not** – film members of SWASFT or other organisation's staff without the person's permission.

**Do not** – film or photograph a patient, patients' family, bystander OR their home (inside or out), their vehicle, even *with* their permission. This is unacceptable as they are in a situation that makes them vulnerable. It would NEVER be acceptable to publish this on social media. This would only ever be permitted with explicit *prior* approval *in writing* from the SWASFT Communications team.

**Do not** – photograph or film ePCR, radio or MDT screens.

**Do not** – ever offer medical advice or opinion in public or in private on social media.

