

**From:** [COM Student Council](#)  
**To:** [COM Student Council](#)  
**Cc:** [Bookless, Michelle C](#); [StudentCOMServices](#)  
**Subject:** NEWLY RELEASED – Larner Social Media Guidelines  
**Date:** Thursday, September 2, 2021 9:45:07 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Hello LCOM Community,

Over the past several months OME Digital Content Manager Michelle Bookless, in collaboration with the LCOM Communications Task Force, has developed Social Media Guidelines for LCOM Medical Student Interest Groups & Leadership Groups. This Social Media Guide was developed due to the rising numbers of virtual interactions occurring as a result of the COVID-19 Pandemic, and is meant to expand upon, not replace, the advice, rules, and regulations presented in the UVM Social Media Guidelines document.

Each SIG or SLG who currently runs a social media account, as well as those who anticipate creating an account, are strongly encouraged to refer to these guidelines. To best implement the guidelines, The Office of Medical Communications will host an annual and compulsory social media training session for all medical student social media content managers. If your SIG or SLG has a social media presence, one group representative in charge of the account will be required to attend this training.

Please take some time to [review our current UVM Larner Med Social Media Guidelines](#), which can be found on the Office of Medical Communications [webpage](#), and if you have any questions please do not hesitate to reach out to the [Student Council](#) or to [Michelle Bookless](#).

Best,  
Your Student Council

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**Larner College of Medicine Medical Student Council**

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