

EUROPEAN CONGRESS OF RHEUMATOLOGY 2019 Madrid 12–15 June



EULAR Congress: Madrid 2019 social media guidelines / Industry

The EULAR Congress wishes to facilitate the sharing of content within the scientific, health professional and patient communities as well as by industry partners while ensuring that the copyright and intellectual property rights of presenters are respected. EULAR sets out its social media guidelines regarding picture taking and recording activities and how these are shared over social media in the guidelines below.

Social media campaigns

EULAR welcomes industry partners to develop social media campaigns to be run before, during and after the EULAR Annual Congress. Hashtags used in social media campaigns may not carry the references 'EULAR' or 'EULAR2019' in the hashtag; please contact the EULAR Congress team for further information.

EULAR Congress 2019 hashtag

Industry partners and all congress delegates are invited to share information on social media using the official EULAR Congress hashtag #EULAR2019 in their post descriptions.

EULAR and EULAR Congress branding

Industry partners and all congress delegates are not permitted to use the EULAR Congress or EULAR logos in any written posts, images and infographics, video and / or livestream content over social media without the prior, written consent of the EULAR Secretariat.

EULAR social media channels

Industry partners and all congress delegates are invited to follow and to actively reference the EULAR handle (eg, @eular_org) on their posts and content shared over social media before, during and after the EULAR Congress in 2019. These are:

Twitter: @eular_org

Facebook: @eular.org

Youtube: eular

Instagram: eular_org

What is allowed by congress delegates

- EULAR allows industry partners and delegates to take photographs within the scientific, health professional and patient sessions and share these on social media for the purpose of disseminating educational content to the academic community only
- Presenters have the right to request no photographs during their session; presenters will place an icon on slides/posters where photographs for social media sharing is NOT permitted
- Presenters have the right to request no photographs of their posters presented at the congress; they will include an icon on their poster to demonstrate their request
- Please respect the wishes of the presenters should they not allow picture-taking

What is not allowed by congress delegates

- The recording of presentations/sessions is not allowed (neither image, nor sound)
- Live streaming of presentations/sessions is not allowed (neither image, nor sound)
- The deliberate use, integration or placement of the EULAR Congress logo, EULAR logo and all other EULAR branding visuals (including items from the EULAR network EMEUNET, PARE, YoungPARE) to achieve endorsement of content shared on social media with the EULAR name and brand is strictly prohibited unless prior, written permission of the EULAR Secretariat has been obtained
- In line with Spanish law, published photographs and videos shared on social media should not include trade names, brand names or product advertisement.
- Photographs of exhibition stands are not permitted
- Picture taking, recording and/or live streaming (image and/or sound) over social media for commercial use is not permitted in any way

When permitted by the presenter, photographs must be taken in a non-disruptive manner and should only be for personal, non-commercial use.

EULAR Network social media channels

The EULAR Network is active over the following social media channels:

EMEUNET: Twitter and Facebook: @EMEUNET

EULAR-EMEUNET Journal Club: @EULAR_JC

PARE: Twitter: @ArthritisDay; Facebook: @worldarthritisdaily; Instagram worldarthritisdaily

Young PARE: Twitter @EULARYoungPARE; Facebook: @EULARYoungPARE; Instagram: eularyoungpare