

INS Social Media Community Guidelines

Purpose

These guidelines are intended to foster a respectful, inclusive, and professional environment across all INS social media platforms, including those representing our Society and our Journal. These guidelines apply to all content associated with INS, whether posted on official INS channels or when individuals explicitly reference INS in personal accounts.

Context / Committee

Medical and Public Education and Engagement Committee

Details

To help maintain a respectful, inclusive and professional environment, we ask all users to follow the principles outlined below:

1. Be Respectful

We are a global and diverse community united by a shared commitment to neuromodulation. We welcome clinicians, researchers, engineers, industry partners, and patients alike, and we do not tolerate discriminatory behavior, or language that undermines mutual respect. Harassment, hate speech, or discrimination of any kind will not be tolerated. Constructive criticism is welcome; however, ad hominem attacks, inflammatory remarks, or unverified allegations against colleagues, institutions, or companies are strictly prohibited.

2. Stay On-Topic

Keep discussions relevant to neuromodulation, including research, clinical applications, device technologies, and related fields such as pain management, movement disorders, psychiatric conditions, and bioelectronic medicine. Intellectual debate is encouraged and valued in both research and clinical practice but please ensure that all discussions remain professional, evidence-based, and constructive. Unverified claims, or pseudoscientific content will be removed.

3. No Spam or Self-Promotion

Avoid posting irrelevant content, repeated links, or promotional material without permission. Sharing credible academic, clinical, or educational resources is encouraged, but promotion of personal, commercial, or industry-affiliated projects is not allowed. Promotional content is only permitted if it is pre-approved in writing by the INS Executive Office.

4. Avoid Commercial Messaging

To maintain the scientific integrity and neutrality of INS, we request that you do not include company or product names, or commercial messaging, in posts or comments that reference the INS, INS chapter meetings, INS-hosted events, or our official journal, *Neuromodulation: Technology at the Neural Interface*. Discussion of scientific data or published trial results mentioning a device or drug is permissible if done in a balanced, non-promotional, and evidence-based manner.

5. No Medical Advice

INS social media channels are intended to foster professional dialogue and the exchange of scientific and clinical insights within the neuromodulation community. They are not a platform for providing medical consultation. Please do not offer personal medical advice, diagnoses, or individual treatment recommendations. Patients or the public seeking medical guidance should always be directed to consult a qualified healthcare professional. Posts on INS channels do not establish a physician-patient relationship and must not be relied upon for medical decision-making. INS disclaims liability for reliance on such content.

6. Protect Privacy and Confidentiality

Do not share personal or sensitive information without explicit consent. This includes patient details, medical records, images, or any identifiable data. All users must comply with applicable data protection regulations (e.g., GDPR, HIPAA, or local equivalents) when sharing any material.

7. Language & Accessibility

English is the primary language on INS social platforms to enable global collaboration and inclusivity. Use clear language and avoid excessive jargon when possible, to facilitate interdisciplinary engagement. Members may provide translations or summaries in other languages, provided the original English post remains intact for transparency.

8. Moderation & Enforcement

Our social media channels are moderated regularly to ensure alignment with these standards.

- INS reserves the right to remove or hide offensive, off-topic, misleading, or harmful content.
- Repeated violations may result in user warnings or blocking. Severe issues may be escalated to authorities or platforms.
- Content removal and moderation decisions are guided by these publicly posted community rules, ensuring transparency and consistency. Users who believe their content was removed in error may request a review by the Social Media Committee. Final decisions rest with INS.

9. Reporting Mechanisms

If you witness or experience inappropriate behavior or content across INS' social media channels, please report it to the INS Office at ins@neuromodulation.com. Reports will be handled confidentially, and retaliation against individuals who submit reports will not be tolerated.

10. Account Security & Governance

The Executive Office and specifically the Marketing, Engagement and Development Manager are responsible for setting up and managing all INS' social media channels. Only those authorised to do so by the Executive Director will have access to these accounts. All accounts could/should/must be protected with multi-factor authentication, and access must be reviewed annually. Former officers, staff, or committee members must have access revoked immediately upon role change.

11. Intellectual Property

Content shared on INS channels must respect intellectual property rights. Do not post copyrighted material, journal articles, or figures without permission unless covered by fair use or open access licensing.

12. Disclaimer

Views expressed by users on INS platforms are their own and do not necessarily represent the views of INS, its leadership, or its affiliates.

Date: 2 September 2025 - *Next Review Due: September 2026*

Review period: Annually