

Guidelines for Image and Video Sharing on EHS Web and Social Media Platforms

To ensure that our website and social media platforms remain professional, respectful, and informative, we are committed to adhering to the following guidelines when sharing images and videos on EHS websites and social media accounts. We also apply the same rules to third parties who submit their content to share on our digital media platforms.

1. **Patient Privacy and Confidentiality:** Under no circumstances should images or videos that reveal patient identities or compromise confidentiality be shared. Please ensure that all individuals featured in the visuals have given explicit consent for their images to be used in educational contexts.
2. **Sensitivity and Respect:** Images or videos depicting bloody surgical procedures, graphic medical content, or laboratory animals should not be submitted. We aim to maintain a sensitive and respectful environment that is suitable for all members of our community.
3. **Professionalism:** All visuals should adhere to professional standards and reflect the high level of expertise and professionalism associated with EHS. Happy poses in OR, inappropriate mimics and hand gestures are not approved by the EHS. Content should be relevant to the abdominal wall and hernia surgery and contribute meaningfully to educational discussions.
4. **Accuracy and Authenticity:** Submitted visuals should accurately represent hernia-related conditions, procedures, or educational content. To maintain the integrity of our educational resources, misleading or inaccurate visuals may be rejected.
5. **Non-Promotional:** Images and videos should not serve primarily as promotional material for specific products, services, or individuals. The primary focus should be on education, awareness, and advancing knowledge in abdominal wall and hernia surgery.
6. **Compliance with Legal and Ethical Standards:** Contributors are responsible for ensuring that their submissions comply with all relevant legal and ethical standards, including copyright laws and regulations governing medical content.

By submitting images or videos to the EHS, you acknowledge that you have read and agree to abide by these guidelines. The EHS reserves the right to review, edit, or remove any content that does not comply with these guidelines or is deemed inappropriate for our platforms.