



Protocol for publication of Student-Developed Educational Materials

Preamble

UBC medical students may participate in projects related to required courses or extracurricular activities which result in the creation of materials such as, but not limited to, multimedia educational videos, infographics, written materials and communications materials.

Students may wish to publish these materials either internally on Entrada, or publicly, including through social media.

Use of the UBC brand and logo is governed by UBC Brand Policy GA7 and the UBC Brand Guidelines. Under UBC Brand Policy GA7 students are not eligible to use the UBC logo or brand without permission.

These Guidelines will assist students who wish to publish projects or materials either internally on Entrada or externally on social media to comply with UBC policies.

Protocol

On Entrada

1. Student-developed educational materials, e.g., multimedia educational videos, infographics, etc., that are additional to core curriculum materials may be posted on Entrada as follows:
 - a. The Director of Curriculum, or Associate Director of Curriculum Years 1&2 or 3&4 (or delegate) will review and approve those educational materials posted on Entrada.
 - b. Posted material will be subject to annual review by the Associate Directors of Curriculum (or delegate).
2. Student-developed educational materials posted on Entrada are not examinable.
3. Student-developed educational materials must reflect the [Professionalism Standards for Learners and Faculty Members in the Faculties of Medicine and Dentistry](#).

On Social Media

1. Except as described below, student-developed educational material posted on-line or on social media must not display the UBC brand and should not be identified either directly or indirectly as UBC, or UBC Faculty of Medicine material.
2. The materials must include a disclaimer stating that the materials are not a UBC, or UBC Faculty of Medicine product and are not published on behalf of UBC or the UBC Faculty of Medicine.
3. Students who wish to publish student-developed educational materials on line or on social media should be guided by the [UBC Social Media: Personal or Faculty Use Guidelines](#).



Publishing using the UBC Logo or Brand

In circumstances in which student education materials are created through a UBC Faculty of Medicine sponsored activity under the direction of a faculty member, including FLEX projects, the materials may be published on line or through social media, e.g., Faculty of Medicine Education Media site, as UGME materials using the UBC logo and brand.

The student developed educational material must include the following statement: “This material was developed by a UBC medical student(s) as part of a faculty-supervised curricular project.”

Faculty members sponsoring such publication must ensure the material complies with UBC Policy GA7 and UBC’s Brand Identity rules.

Students wishing to use the UBC logo and brand on any projects that are not UGME materials created through a UBC Faculty of Medicine sponsored activity under the direction of a faculty member must apply to UBC Brand and Marketing to apply for permission to use the logo and brand.

These guidelines do not apply to faculty publications. Faculty who wish to publish materials in the course of their UBC administrative and academic capacities may use the UBC logo and branding subject to Policy GA7 and UBC’s brand identity rules and do not require approval from the Faculty of Medicine or Communications.