

Doctor social media checklist

Based on the NMC notice dated 6 October 2026. Checked 13 October 2026.

Use with the complete official notice and applicable professional/state rules. A tick records a check; it does not establish that a campaign is lawful.

☐ Scope and purpose

Identify the account owner, RMP/institution, intended audience and purpose. Hold unclear promotion. Unpaid posts can still be advertising.

Source: 3.2, 3.5, 4.2-4.4, 5.1

☐ Credentials and factual evidence

Verify name, qualifications, registration status and SMR/NMR number. Check every medical claim, fee, facility and award against evidence.

Source: 3.2 Explanations III-IV; 8.1; 8.3; 9.1

☐ Testimonials and patient material

Check reviews, endorsements, before/after images, voices and records. Consent does not override prohibited promotion. Assess identifiability separately.

Source: 3.2 Explanation V; 6; 7.4; 8.1(v), (xi)

☐ Claims, offers and endorsements

Remove unsupported promises. Review superiority, hidden risks, product endorsements, inducements and referral benefits. Paid disclosure is not permission.

Source: 8.1(iii), (iv), (vi), (ix), (x)

☐ AI and third-party arrangements

Review clause 7.2 in full. AI labelling alone does not clear a campaign. Check synthetic endorsements, patient inputs and acquisition-linked payments.

Source: 4.4; 7.2; 8.1(ii), (vii), (viii)

☐ Final asset and distribution

Review the complete caption, image/video, thumbnail, links, targeting and frequency. Record the exact approved version and monitor later edits.

Source: 8.3; proposed editorial control

Asset decision and approval record

Complete one record per asset. Keep the evidence and reviewed version together.

Asset URL / file and version

Account owner / RMP / institution

Channel / publication plan / reviewer

Purpose and applicable clauses

DECISION: [] Approve specific version [] Revise and recheck [] Hold / escalate

Evidence reviewed / source links

Privacy assessment / lawful use / consent reference

Required changes / responsible owner / due date

Approver / decision date / next review trigger

Escalate instead of guessing

Seek appropriate medical-ethics or legal review for AI promotional campaigns, patient content, disputed claims, acquisition-linked contracts or uncertain regulatory scope. Preserve the asset and decision trail. A retainer, consent form or disclaimer does not override prohibited activity.

Primary source and update check

NMC notice R-13014/01/2024-Ethics, 6 October 2026. Read the complete document, especially clauses 3-9 and 10-11. Check for subsequent notices before use.

nmc.org.in/whats-new/download/1874