



Media Guidance

Clinical trials can result in unwanted interest from the media with a risk that there could be unwanted attention which affects your privacy. There is also a risk that sharing of information could compromise the integrity of the study.

In order to limit the risk of unwanted attention participants receive, we suggest the following:

1. Be conscious that posts on your own social media accounts about your participation in the trial may garner high levels of attention, including media attention. You may want to limit or avoid posting about your involvement.
2. Ensure your social media accounts don't reveal personal information such as addresses or phone numbers to the public.
3. Consider how public your posts and profiles are for the duration of the trial. Ensure you are making use of features to limit the visibility of your posts (ie don't make your posts 'public' on Facebook). You may decide to make your accounts themselves protected or hidden.
4. If you are approached by the media or anyone else asking for information about what is happening in the trial or within Oxford buildings, please do not disclose anything specific. Refer them to the University's News and Information Office: news.office@admin.ox.ac.uk or 01865 280528. If they have specific questions about the vaccine trial, please refer them to the trial website: <https://covid19vaccinetrial.co.uk>.
5. Please note that no filming or photography is allowed to take place on Oxford University Hospital or other Oxford University property without prior permission.
6. If you have concerns about any security or privacy issues related to your involvement in the trial, please contact the News and Information Office: news.office@admin.ox.ac.uk or 01865 280528.