



## Press Release 30- Joint Council for Cosmetic Practitioners (JCCP) publish guidelines on use of social media by registrants

The JCCP believes in open, transparent, courteous and professional use of social media platforms. It has become increasingly aware of the rapidly increasing number of social media sites and platforms that are used by aesthetic practitioners as the aesthetic industry grows exponentially as an activity in the UK. There are numerous examples of both appropriate and inappropriate use of such sites that host debate about practice, education, training and regulation, some of which pay witness to the strong opinions held by many practitioners and stakeholders. In addition, there are many commercial drivers that lead practitioners to promote their businesses and demonstrate the effectiveness of the services they offer.

The JCCP has felt it appropriate to visit the social media guidelines issued by the key healthcare sector regulators and to devise its own set of guidelines for registrants. The new JCCP Social Media Guidelines have now been published:

<https://www.jccp.org.uk/AboutUs/jccp-policies-and-procedures>

Professor David Sines CBE - Executive Chair – JCCP said,

‘ The JCCP recognises the significance and importance of the responsible use of social media and other forms of on line communication. The JCCP encourages the use of social media but believes this should be undertaken in a courteous and professional way that upholds public trust and confidence and in such a manner as to demonstrate respect for fellow practitioners. In keeping with professional health care regulators the JCCP expects its members to follow the guidance set down in the newly published JCCP **‘Ethical Use of Social Media Code of Conduct’** guidelines. The JCCP has reciprocal arrangements with the major healthcare regulators and will report Registrants who are considered to be in breach of the **‘Ethical Use of Social Media Code of Conduct’** guidelines ‘.

The Joint Council for Cosmetic Practitioners (JCCP), was formally launched In February 2018 as a ‘self-regulating’ body for the non-surgical aesthetics and hair restoration sector in the United Kingdom and has achieved Professional Standards Authority (PSA) recognition and **charitable status**. The charitable status



reflects the overarching not-for-profit mission of the JCCP which is to improve patient safety and public protection. The concept of the JCCP was envisioned by the Department of Health and was instigated by Health Education England on behalf of NHS England and the Department of Health.

The primary aim of the JCCP is to provide a mechanism to enable the public to be more informed about the risks associated with non-surgical and hair restoration treatments and to clearly identify safe and appropriately trained practitioners who practise in these areas of specialist treatment. In order to achieve these aims the JCCP has now established a Professional Standards Authority – (PSA – an independent accountable Government Body) approved Practitioner Register and a Register of Approved Education and Training Providers.

**-Ends-**

### **Notes to Editors:**

For general information and enquiries on the JCCP and a full version of the JCCP Guidelines on use of Social Media go to:

[www.jccp.org.uk](http://www.jccp.org.uk) add link

For further information on standards for non-surgical aesthetic treatments and hair restoration surgery please go to:

[www.cosmeticstandards.org.uk](http://www.cosmeticstandards.org.uk)