



Guidelines for Third-Party Content Sharing Requests

Purpose of these guidelines

To provide guidelines to third parties on submitting requests to publish their content through CPSM's newsletter, website, or other CPSM channels.

Guidelines ensure all requests are relevant to the profession, non-promotional, and align with CPSM's mandate to act in the public's interest. We aim to maintain the integrity and value of our content by providing registrants only with informative and engaging materials that support and enhance safe, ethical, and quality medical care.

Defining Third Party

Third-party content is anything that comes from a source outside of CPSM. Content created by a third party (curated content) can include articles, graphics, social media posts, or videos developed by third parties and repurposed or shared through CPSM channels and appropriately credited.

Guiding Principles for Submitting Your Content

Requests must meet the following criteria:

Cannot be promotional

Requests for the promotion of products or services will not be accepted. Content requests should inform, educate, or engage the medical profession.

Must be relevant to the medical profession

All requests must be directly related to the medical profession and provide value to CPSM registrants, which includes physicians, residents, clinical assistants, physician assistants, medical students, and physician assistant students.

Must be in the public interest

Priority will be given to initiatives that promote and enhance the quality and safety of patient care.

Must adhere to ethical standards

Initiatives must promote integrity, transparency, and accountability in medical practice. Below are the guidelines for content-sharing requests CPSM will and will not take under consideration.

CPSM Content-Sharing Request Guidelines

Request type	Description	Criteria for Sharing
Public Health information	Public Health guidance to health care providers regarding vaccines, emerging infections and/or diseases.	<ul style="list-style-type: none"> • Guidance from Public Health and/or the Chief Provincial Public Health Officer that advances public health knowledge and capacity. • Public Health must provide a pre-written communication.
Educational and training events	Conferences, workshops, webinars, and seminars related to medical education, professional development, and clinical skills.	<ul style="list-style-type: none"> • Must be hosted by a Manitoba service delivery organization, professional body, or post-secondary educational institution. <p>AND</p> <ul style="list-style-type: none"> • Must be a Continuing Medical Education (CME) accredited event.
National healthcare education events being held in Manitoba	National or international conferences, workshops, or webinars aimed at education for registrants <i>being held in Manitoba</i> .	<ul style="list-style-type: none"> • Must be organized by a medical association, professional body, or post-secondary educational institution. <p>AND</p> <ul style="list-style-type: none"> • Can be broadly shared with the entire medical profession (CPSM will not segment email lists by specialty or other qualification). <p>AND</p> <ul style="list-style-type: none"> • Must be a Continuing Medical Education (CME) accredited event.
Research - seeking registrant participation	Requests to promote participation in research to registrants	CPSM does not promote research to registrants.

Email your request to communications@cpsm.mb.ca.

Please note: Meeting the established criteria does not guarantee placement or re-sharing.

Space is limited, and content will only be shared if space permits. Content may be shared on the CPSM website, newsletter or other channels. Placement will be at the discretion of CPSM.