

NMC RULES · OCT 2026

Doctors on social media: what's allowed now

What the NMC's 6 October 2026 guidelines mean for Instagram, YouTube, WhatsApp and LinkedIn.

Educate.
Don't promote.

Swipe →

Education and facts

- ✓ Explainers on conditions, tests and procedures, with sources
- ✓ Health awareness and prevention content
- ✓ Factual updates: new clinic, timings, absence, consultation charges
- ✓ Public health talks in your own name
- ✓ A bio with name, recognised qualifications and registration number

Anything that sells you

- × Patient testimonials or reposted reviews
- × Before-and-after photos or success stories
- × "Best", "No. 1", "painless" or "guaranteed"
- × Discounts, offers or free-consult campaigns
- × Product endorsements, paid or unpaid

Patient consent does not make a testimonial acceptable.

Swap the risky format

INSTAGRAM

Explainer reels, not before-and-after reels

YOUTUBE

Who it suits and recovery, not outcome promises

WHATSAPP

Reminders and updates, not offers or review asks

LINKEDIN

Commentary and research, not case wins

Never diagnose in public

- 1** Answer general questions with general information
- 2** Move anything personal to a proper consultation
- 3** Treat health details people share as personal data
- 4** Thank tagged patients privately; don't reshare

AI can help. It can't sell.

- ✓ AI-assisted posts that follow the rules, labelled as AI-assisted
- ✗ AI-generated promotional campaigns
- ✗ Synthetic patients, voices, testimonials or outcomes

What a violation costs a doctor

1ST

Warning and ethics training

2ND

Censure and monetary penalty

3RD

Suspension, 3 to 6 months

SERIOUS

Suspension, 6 to 12 months

REPEATED

Off the register, 1 to 3 years

Under the NMC's Guidelines on Ethical Advertising and Public Communication, 6 October 2026.

The 5-question check

- 1 Is it educational, accurate and sourced?
- 2 Could any patient be identified?
- 3 Any outcome claim, comparison or superlative?
- 4 Any commercial link at all?
- 5 Would you show it to your State Medical Council?

Full guide and sources:

gauravphogat.com/nmc-rules-and-doctor-social-media-whats-allowed

A marketer's summary, not legal advice. Check the official rules for exact wording.