

Social Media Policy Version 2

Document Summary

The purpose of this document is to provide guidance to all Trust employees on social media/networking on the internet. It seeks to give direction to staff in the use of these tools, understand the ways they can use social media to help achieve business goals and best represent themselves online.

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Important Note:

The Intranet version of this document is the only version that is maintained.

Any printed copies should therefore be viewed as “uncontrolled” and, as such, may not necessarily contain the latest updates and amendments

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1 SCOPE

This policy applies to employees (including those of the Lead Employer), casual staff, volunteers and contractors from here on in known as staff.

The policy sets out the standard that should be followed by staff when publishing content to social media websites.

This document is not a social media strategy, or guidance on how to use each individual social media tool and platform. Each business area should assess the value of using social media in an official capacity, and follow this policy if they decide to do so.

This policy covers the publication of posts and submissions in the form of written word, photograph, video or any other medium to publicly available social media sites approved for use for work related subjects. This includes but is not limited to externally managed and hosted social networking sites such as Facebook, Twitter and LinkedIn.

This policy also contains a section about personal use of social media and guidance on the appropriate personal use of it.

Social Media is a quickly changing capacity and this policy is expected to be updated and amended as the social media and communication strategy evolves.

2. INTRODUCTION

‘Social media’ or ‘social networking’ are the terms commonly used to describe websites and online tools which allow users to interact with each other in some way by sharing information, opinions, knowledge, interests, encouraging participation and engagement.

Social media has proved to be an exceedingly cheap, if not free, method of connecting with a large, interested audience in real-time.

The Trust uses social media to provide opportunities for genuine, open, honest and transparent engagement with stakeholders. It gives the ability collect real time feedback and reply to that feedback promptly. It helps modernise the organisation and to communicate with like-minded people or those with similar conditions to get together in a safe online environment.

Social media has many benefits for assisting with communication and public involvement. However, the application of these technologies within public sector organisations is still relatively new and there are many potential issues to consider – both as individual members of staff and as an organisation.

To avoid errors, it is important that as an organisation and individual members of staff, the Trust manages and aims to prevent potential risks through a consistent approach, as well as proactively monitoring the development of such technologies.

3. STATEMENT OF INTENT

The purpose of this policy is to help protect the organisation, but also to protect its interests and to advise employees of the potential consequences of appropriate behaviour and any content that might be posted online, whether acting independently or as a representative of the Trust.

3.1 Policy aims

The aims of this document are:

- Provide clarity to staff on the use of social media tools as a representative of the Trust and give them the confidence to engage effectively;
- Ensure that the organisation's reputation is not brought into disrepute and that it is not exposed to legal risk; and
- Ensure that internet users are able to distinguish official corporate Trust information from the personal opinion of staff.

The good reputation of the Trust is truly deserved and sits well within the local and wider community.

This reputation must also stand in the online world of the internet and more recently in social media sites. What is written online affects what people think and feel about the Trust and the National Health Service as a whole.

The Trust's identity is largely formed by what it does – treating illness and injury and promoting health. However, online communication is also important. It must express the same values and behaviours as well as professionalism and quality.

It is therefore important that staff understand how social media tools can help the Trust achieve its business objectives in a professional and responsible way.

There are many social media websites, the most useful ones in the UK for patient and public engagement which will be used by the Trust to get messages to users quickly are the following:

Facebook

Facebook claims to have more than 845m users worldwide and most are under the age of 30. This started out as a photo-sharing site for students but has become the most popular platform. Companies and organisations are increasingly using Facebook – as well as their own websites – to put a face on their activity and interact. The Facebook tone of voice is informal and friendly.

Twitter

Twitter is a vast, web-based messaging network, where each tweet is a single message that must be less than 140 characters long. It is more like texting than emailing. Users can send messages both to people who are interested in what they have to say (their followers) or people who are interested in any topics they are writing about. The tone of voice is informal but often abbreviated because of the space limitation.

YouTube

A free website devoted to viewing, sharing and commenting on video clips. Government and NHS bodies routinely use YouTube to make video and podcast material widely available.

LinkedIn

LinkedIn is a social networking site designed specifically for the business community. It operates the world's largest professional network on the internet with more than 313 million members in over 200 countries.

By October 2014 more than 3 million companies/organisations have LinkedIn company pages.

3.2 Social media communication

All social media communication is a two-way process. It can be an effective tool for disseminating important messages, but expect the audience to say what they think. The two-way nature of this communication has obvious positive implications for patient engagement:

- The Trust's accounts will be used to broadcast public health messages, news and information about services, post questionnaires and even ask questions directly to specific groups of users/patients and carers.
- It may also be used to gain feedback from patients on the Trust's services.

3.3 Anticipated usage of social media within the Trust

News/PR -Twitter is commonly used as a way of syndicating to interested parties links to press releases and other Trust publications.

Targeting certain groups- Facebook for example, can be used to communicate with hard to reach groups. In particular those aged 15-25. These groups already use social media to communicate to other like-minded individuals. An appropriate staff member may wish to become part of that online community to engage with patient focus groups to enable a fuller understanding of the patients' and carers' views and experiences.

Staff engagement - Build upon staff engagement, listening and feedback processes to continue to engage with staff about the Trust's values.

Members/external stakeholders - Use of social media such as Facebook and Twitter will help the Trust to engage on a regular basis with a good proportion of its Foundation Trust members (and wider stakeholders) above and beyond email and newsletters.

Medical/healthcare professionals –Social Media will be used to communicate with like-minded and associated groups of medical and other healthcare professionals and used to notify colleagues of important events, publications training and sessions.

Public and patient involvement –Social Media is a very useful tool for involving the public in consultations and feedback, particularly within hard to reach communities. We will seek the views of patients, relatives and visitors, and use this feedback to help us improve services.

Innovation/ research –Social media can be used to report on research and innovation within the Trust and can be used to advertise for participants for clinical trials if required.

4. DEFINITIONS

4.1 Social media/ social networking - terms commonly used to describe websites and online tools which allow users to interact with each other in some way by sharing information, opinions, knowledge, interests, encouraging participation and engagement.

4.2 Online community – An online community is a virtual community whose members interact with each other primarily via the Internet. Online community members post, comment on discussions, give advice and work towards a common goal. Online communities have become a very popular way for people to interact, who have either known each other in real life or met online. The most popular form of online community communication is through social media.

4.3 Social media/social networking site, platform or channel - Any website that invites you to interact with the site and with other users falls into the definition of a social media/social networking platform, site or channel. Examples of social networking sites are Facebook, Twitter, LinkedIn and YouTube.

4.4 Social media account/page – These are created on the specific social media sites to represent an online presence.

4.5 Social media user– Anyone who uses a social media site is classed as a social media user.

4.6 Social media audience – Those social media users who read or engage with a specific social media account are classed as its audience.

4.7 Social media engagement - The interaction between an account and its audience. Examples of social media engagement would be a social media users sharing, commenting on or liking a Trust update on one of the social media accounts.

5. DUTIES ACCOUNTABILITIES AND RESPONSIBILITIES

5.1 Chief Executive

The Chief Executive of the organisation has overall responsibility for the strategic and operational management of the Trust including and ensuring that Trust policies comply with all legal, statutory and good practice guidance requirements.

5.2 The Information Governance Team

The Information Governance Team is responsible for advising on strategic direction, the development of the policy and guidance for the Trust, and also operational support to the Trust on Information Governance compliance.

5.3 Human Resources Department

The Human Resources Department is responsible for advising on the personal use of social media accounts by staff and will be able to advise on social media misuse by staff.

5.4 Line Managers

Line managers are asked to take an active role in any social media request and work with colleagues to ensure quality of content is in keeping with the Trust's values and behaviours expectations and managers' standards and follows the social media policy and content guidelines. It will be the Line Manager of the particular service/department who decides which two members of staff within the team will become social media administrators. Line Managers will also approve content in a social media planner template before it is posted online.

5.5 The Media, PR and Communications Team

The Media PR and Communication team will manage the content of all the corporate social media accounts and all corporate content will be approved by the Head of Media, PR and Communication. The Social Media/marketing Co-ordinator will be the first point of contact if staff want to post information on the corporate social media channels. If a member of staff wishes to establish a Trust social media presence to highlight certain services, this can be done through a social media site request form. (Appendix 1). The team will offer social media guidance through the Social Media Co-ordinator. All media/press requests received through social media should be referred to the Head of Department.

5.6 The Complaints and PALS Teams

The complaints and PALS team should be contacted when a patient complaint is received on a social media platform to check if they already have a record of the complaint and then appropriate feedback and approved lines should be given in line with the complaints and feedback process chart as per Appendix 4.

5.7 Medical Photography Team

Images taken for social media must be taken by a member of the Medical Photography Team or with a Trust approved camera. If patient photography is required, a consent form must be completed before commencement of photography. These images must then be checked by the Media, PR and Communications Team prior to upload to any social media account.

5.8 All Staff

All staff, whether permanent, temporary, casual or contracted, including students, contractors and volunteers are responsible for ensuring they are aware of the Social Media Policy and how they should conduct themselves online whilst a member of staff of the Trust. This applies to when staff are both on and off duty.

6. PROCESS FOR IMPLEMENTING THE POLICY

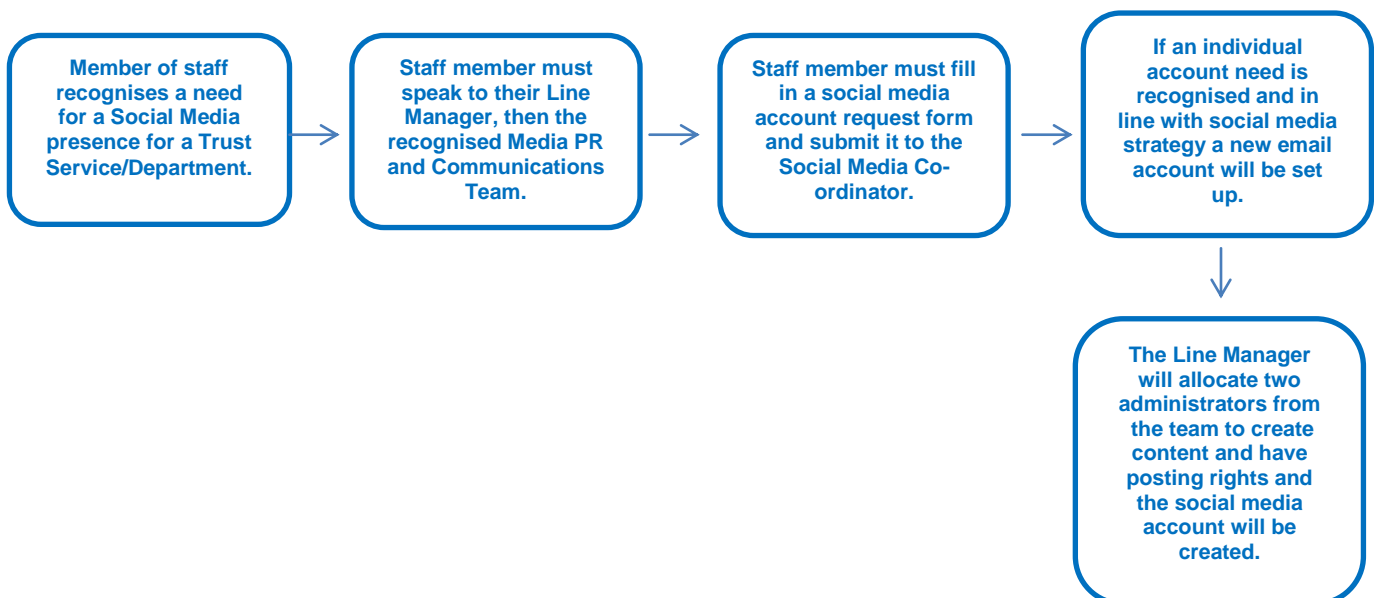
6.1 Requesting the creation of a new social media site

If a member of staff wishes to establish a Trust presence on Twitter, Facebook, LinkedIn or any other social networking site you must discuss your proposal with the Media, PR and Communications Team and Line Manager in the first instance, to ensure that it is appropriate and in-line with the organisations Social Media Strategy.

Staff can apply to create a social media site by making an application through their line manager using the Social Media Request Form (Appendix 1). Completed copies should be digitally submitted to the Social Media/Marketing Co-ordinator.

Requests should outline how the activity will benefit the patients and/or colleagues both within the Trust and the wider healthcare community and/or the organisation as a whole.

Given the time and resource involved in effectively managing a presence on a social networking site, there must be a demand from an audience for engagement activity and staff should be able to illustrate team and departmental commitment to the project.



Starting a Facebook or Twitter account and only submitting a hand full of posts will be seen in a poor light and may lead to approval being rescinded and the site being closed down.

The Media, PR and Communications Team will keep a register of all the Trust's approved social media sites. This list is reviewed on a monthly basis to ensure sites are providing regular and relevant content that adds value. The review will consist of the Head of Media, PR and Communications and the Social Media/Marketing Co-ordinator reviewing the approved social media site and assessing the detail the posts and threads published by the account admin. Any areas for concern will be brought to the attention of the manager who approved the request of the social media site. Any sites falling short of agreed standards will be reported to the line manager who approved the initial site. Approval may be withdrawn and the site closed if a secondary review within an agreed time period shows little or no improvement.

As a social media administrator, the member of staff is responsible for ensuring that:

- Members/audience can easily tell whether the group/page is open to all or only to invited individuals be they Trust staff or members of another stakeholder group.
- The purpose of the social media platform is clearly laid out for all to see.
- A disclaimer is displayed prominently on the site, for example: The views expressed in this (group/page/website/account) are those of the members and do not necessarily reflect the views of the Trust.
- The Social Media/Marketing Co-ordinator is fully aware of the social media account and has an up-to-date link to the group/page, knows who the current administrators are and is made aware of any significant changes to its administration and/or purpose.
- The Social Media/Marketing Co-ordinator has a record of the email address, login username(s) and password(s).
- That all content is approved by their own Line Manager and if approved lines are needed these come from the Head of Media, PR and Communication.
- Consent forms are completed for anyone featured in the social media content.
- That only approved content is posted on their service/department social media sites and all social media processes and guidelines are followed.
- That if any feedback is abusive or they think they may be hacked they contact the Social Media and Marketing Co-ordinator immediately.

If using social media as part of a job role is approved and a member of staff is made an administrator of a Trust social media account, the right tone of voice for each platform should be used and staff should always communicate in a professional manner.

As a member of staff of the Trust the approach must be part of a comprehensive patient, carer and public engagement strategy and staff must understand social media is a public environment and rules on patient confidentiality should reflect this. Information regarding social media content can be found in the social media content guidelines (Appendix 2) and social media processes (Appendix 3 & 4).

Assistance in setting up a social media account will be provided by the Social Media/Marketing Co-Ordinator.

6.2 Personal Use of Social Media Sites

It is important for staff to understand what is and what is not acceptable to be published online. There is a need to ensure Trust staff are aware of their responsibilities as a member of staff and a professional when using social media appropriately and safely.

Unless approval has been given by the Media, PR and Communications Team to utilise social networking sites for the purpose of either sharing specific information or public information access to social media is strictly prohibited from Trust owned/managed computer equipment and Trust mobile phones or in the case of Lead Employer Trainees/Student Physician Associates those of Host Organisation/Sponsoring Organisation/University. The Trust understands that personal smart phones allow access to these sites at all times but these must only be accessed during break times while at work.

Staff are not authorised to communicate by any means on behalf of the Trust or in the case of Lead Employer Trainees/Student Physician Associates on behalf of their Host Organisation/Sponsoring Organisation/University unless this is an accepted part of their job role and they are an administrator, or if special arrangement has been approved in advance by the Media, PR and Communications Team or their Host Organisation/Sponsoring Organisation/University. No social media sites or pages relating to the Trust (or in the case of Lead Employer Trainees/Student Physician Associates their Host Organisation/Sponsoring Organisation/University) should be set up by staff without prior approval from the Media, PR and Communications Team.

If staff wish to post a message from the Trust's corporate social media platforms this should be done by contacting the Social Media/Marketing Co-ordinator.

If staff wish to share information about the Trust (or in the case of Lead Employer Trainees/Student Physician Associates their Host Organisation/Sponsoring Organisation/University) on personal social media account, this can be done by sharing/liking/retweeting the official Trust updates from the Trust's social media accounts- these must not be altered in anyway or information amended.

6.3 Privacy and Personal Use

Using social media has blurred boundaries between public and private life, and online information can be easily accessed by others.

Although individuals may believe they have restricted access of their personal profiles to their own audience (friend/followers list), all postings to social media websites are regarded as being in the public domain and as such potentially accessible to all.

It is important to be aware of the limitations of privacy online and privacy settings should be regularly reviewed for social media accounts for the following reasons:

- Patients, the Trust, members of the public or any other organisation that you have a relationship with, may be able to access your personal information.
- Once information is published online it can be difficult to remove as other users may distribute (share/retweet) it further or comment on it.
- Social media sites cannot guarantee confidentiality whatever privacy settings are in place and information about your location may be embedded within photographs/updates may be available for others to see.

Personal use of social networking sites may:

- Bring the organisation into disrepute by the posting of damaging remarks whether about the Trust, patients, staff or other third parties.
- Give rise to risks of legal claims against the organisation, which is generally vicariously liable for the actions of its staff.

As a consequence of inappropriate use of social networking sites staff might find themselves:

- In breach of this Policy
- Damaging the organisation's reputation in such a way as to constitute a breach of individual's employment contract, leading to disciplinary action and possible dismissal.
- Breaching confidentiality, data protection, employment contract or professional Code of Practice.

Staff should be aware that the Trust reserves the right to use legitimate means to scan the web, including social networking sites for content that it finds inappropriate or any associated breaches of this policy. The Trust also reserves the right to monitor staff usage of social networking sites in work time.

Staff who make reference to the Trust (or in the case of Lead Employer Trainees/ Student Physician Associates their Host Organisation/Sponsoring Organisation/ University) within social media accounts must always state that they are tweeting/ sharing updates in a personal capacity. Staff who do not directly identify themselves as Trust staff members when using social networking sites for personal purpose should be aware that the content they post on social media sites could still be construed as relevant to their employment with the Trust.

6.4 What must not be posted on social media

Trust staff using social media **must not**;

- Post online content (and take part in online actions e.g like or share) that is inaccurate, defamatory, harassing, threatening, personally insulting, fails to show dignity at work or may otherwise be illegal. This includes making derogatory comments about patients or potential patients and colleagues (including those in host organisations/sponsoring organisations/universities for the Lead Employer and Health Education England).
- Disclose sensitive or confidential information about the Trust and its partners (host organisations/sponsoring organisations/universities, Health Education England, local authorities and social services). This also applies to information about other staff, patients, commercial suppliers, other organisations, and the Trust's business activities.
- Share identifiable information about patients (including their names). This also includes those in host organisations/sponsoring organisations/universities, for the Lead Employer and Health Education England. Although individual pieces of information may not breach confidentiality on their own, the sum of published information online could be enough to identify a patient or anyone close to them.
- Post images that contain patients or images have been taken inside of or, in the grounds of, or of Trust and partner's premises, or place misleading, malicious, or derogatory comments to images or references that would damage the reputation of, or misrepresent the Trust, or cause distress to its patients or any other member of staff.*
- Connect with patients on personal social media accounts. If any patients contact staff members about their care or other professional matters through personal social media accounts, staff must indicate that they cannot mix social and professional relationships/communication and where appropriate either direct them to the Trust's corporate/individual services social media accounts or give them professional contact details.
- Provide any medical advice or diagnosis to other users. Codes of professional conduct should be followed at all times.
- Post any corporate information before it has been officially announced on the Trust's corporate social media accounts. These official updates can then be shared but must not be altered in any way.

- Use any corporate logos or identifications associated with the Trust. These may only be used where prior permission has been obtained from the Media, PR and Communications Team.
- Share details of the Trust's implemented security or risk management arrangements. All these details are confidential and could lead to a serious breach of security occurring.
- Share personal contact details of any members of staff including phone numbers and email addresses. Department contact numbers only can be given on Trust social media accounts. Please refer to the Staff Code of Confidentiality before sharing any information.

These examples are not exhaustive- the standards expected of staff do not change because they are communicating through social media rather than face to face.

Staff have a duty of confidentiality to patients, carers, colleagues and friends which does not stop at the end of the working day.

* In regards to posting images of patients on Trust social media accounts full written consent must be given from patients, carers or legal guardians. All images for social media must be taken with a Trust approved camera or by a Trust Photographer. These must then be checked by the Media, PR and Communications Team prior to upload. More information on this can be found in the Information Governance Policy.

6.5 Social media legal implications

It is critical that staff comply with this policy in their use of social media sites. Failure to do so will lead to their conduct becoming subject to investigation under the relevant disciplinary procedure if it brings the Trust's reputation into disrepute, or exposes the Trust to potential liabilities.

Staff are ultimately responsible for their own online behaviour. Inappropriate use of social media both in or outside the workplace, for example making unjustified negative comments or defamatory comments about the Trust, its clients, or staff, will lead to employees being subject to these investigations.

For employees any serious breach will be regarded as a matter of alleged gross misconduct which could lead to the employee being dismissed.

If a casual member of staff (locums, bank staff, volunteers) or a contractor is involved in a significant breach this will lead to the Trust terminating its contractual relationship with the individual or organisation or ceasing to utilise their services.

Significant breaches of this policy may include the need for the Trust to refer the matter to the individual's professional body, for Lead Employer Trainees/Student

Physician Associates their Host Organisation/Sponsoring Organisation/University or the individual being subject to legal action for breach of data protection, defamation of character or even criminal proceedings.

All staff should bear in mind that information they share through social media, even if they are on private spaces, is subject to copyright, The Data Protection Act, The Safeguarding of Vulnerable Groups Act 2006, The Computer Misuse Act and any other relevant legislation.

Staff should be aware that there is an implied legal duty of trust and confidence between an employer and employee. It is possible therefore that any inappropriate use of social media both in or outside the workplace, for example by making unjustified negative comments or defamatory comments about the Trust, its clients, or staff, could result in disciplinary action if it brings the Trust's reputation into disrepute, or exposes the Trust to potential liabilities.

The Trust recognises and upholds the right of staff to make public interest disclosures ("whistleblowing" - see the Raising Concerns Policy) when necessary but would not envisage that such disclosures could be justifiably made using social media.

If a member of staff think that they are being harassed or are a subject of defamation through social media they should report it to their Line Manager or a member of the HR team.

6. TRAINING

There is no mandatory training associated with this policy. If employees are to be responsible for cascading corporate information guidance and training will be given.

7. MONITORING COMPLIANCE WITH THIS DOCUMENT

The table below outlines the Trusts' Key Performance indicators and monitoring arrangements for this policy/document. The Trust reserves the right to commission additional work or change the monitoring arrangements to meet organisational needs.

Key performance Indicators of the Policy

Describe Key Performance Indicators (KPIs) Must reflect	Frequency of Review	Lead
Build a strong online community.	Weekly/Monthly Report	Social Media/Marketing Co-Ordinator Any Trust social media Administrators
Help staff, patients, public and all other stakeholders engage with the Trust online.	Weekly/Monthly Report	
Keep staff patients, public and all stakeholders correctly informed about the Trust.	Weekly/Monthly Report	
Share appropriate and accurate content about the Trust in a timely way.	Weekly/Monthly Report	
Collect staff, patient and public feedback.	Weekly/Monthly Report	

Performance Management of the Policy

Aspect of compliance or effectiveness being monitored using social media sites.	Monitoring method	Individual responsible for the monitoring	Frequency of the monitoring activity	Group / committee / individual responsible for ensuring that the actions are completed
Measuring output. The amount of updates each Trust account sends per month and amount of followers/likes/subscribers gained to measure social media exposure.	Report of social media accounts	Social Media/ Marketing Co-ordinator (Corporate accounts) Any Trust social media Administrators (Trust accounts which they update)	Weekly/Monthly	Head of Media, PR and Communications
Measuring outcome - the number of times social media update links are clicked, messages are retweeted (RT)/shared, updates are liked, comments are made. This will then be broke down by how many people created this activity.	Report of social media accounts	Social Media/ Marketing Co-ordinator (Corporate accounts) Any Trust social media Administrators (Trust accounts which they update)	Monthly/Monthly	Head of Media, PR and Communications

8. REFERENCES/BIBLIOGRAPHY

- Doctors use of social media – GMC
- HR and social media in the NHS –NHS Employers
- A social media toolkit for the NHS- NHS Employers
- Increasing staff engagement with social media – NHS Employers
- Social media and attributed digital content policy – NHS England
- Social media presentation slides – Hill Dickinson

9. RELATED TRUST POLICY/PROCEDURES

Raising Concerns Policy & Procedure
E-mail & Internet Policy
Staff Code of Confidentiality
Information Governance Policy

APPENDIX 1

Social Media Site Request Form

Name:
Job title:
email:
Contact number:
Approving Line Manager:
Name of site Administrator:
email of site Administrator:
Name of 2 nd Site Administrator:
email of 2 nd Site Administrator:
Please state which social media site you would like to use, e.g Twitter, Facebook.
Please give detailed reasons for using the site.
Who are you trying to target / who is your audience? e.g. Patients, the public colleagues?
Have you done your research? Is there any other sites which are doing what you intend to do and provide a similar service?
Please supply a choice of possible usernames, preferred email address of account set up (this will receive all the social media alerts and confirmations) and a password. The Media, PR and Communications Team will set up the site for you and keep a record of the below information. N.B The password must be unique and not used elsewhere.
Preferred username (For Twitter this is limited to 15 characters)
A new email address will be created for the account including the administrators and Line Manager in the mail distribution group.
Preferred password:
Authorisation signatures
Line manager:
Head of Media, PR and Communications:

APPENDIX 2

Trust presence social media content guidelines

If Trust employees (including those of the Lead Employer), casual staff and contractors are posting to social networking sites that is associated with the Trust, then the employee effectively becomes a voice of the Trust.

This content guide will help staff to understand what type of content can be posted on the Trust social media accounts.

The ACE Behavioural Standards which cover the below three areas should also be taken into account by the employee when representing the Trust through social media.

- The **Attitude** that we appear to show
- How we **Communicate** with patients, relatives and colleagues
- The **Experiences** we create

As a representative of the Trust, the employee is responsible for ensuring that their posts:

- Do not compromise their reputation, that of the Trust or cause a loss of confidence in its work.
- Do not encourage unlawful activity.
- Does not cause offence – examples of which includes but is not limited to offensive material relating to gender, race, sexual orientation, religious or political convictions or disability.
- Does not contain material which is libellous or pornographic includes incitement to commit a crime, hatred and violence or any activity that contravenes any of Trust's policies including Equal Opportunities Policy.
- Are not inaccurate, harassing, threatening, personally insulting, fails to show dignity at work or may otherwise be illegal.
- Are respectful to other peoples' views and show that staff are working as a team.
- Do not contain language likely to offend such as explicit words.
- Do not contain material that could be classed as abusive, bullying indecent, obscene, menacing; or in breach of confidence, copyright, privacy or any other rights.
- Do not encourage or describe activities which could endanger the safety or wellbeing of others.
- Are not posted anonymously or appear to impersonate someone else.
- Are not seen to support any political party, religious view or cause.
- Do not contain misleading, malicious or derogatory comments or references that would damage the reputation of, or misrepresent the Trust, or cause distress to its service users or any other employee.
- Share identifiable information about patients.
- Do not disclose confidential or sensitive information about the Trust, and its partners or members of staff.

Producing good online content

Content that gets peoples' attention is interesting information or a great story. This is the type of content people want to engage with and share. It is important to invite people to interact by sharing their thoughts, opinions and ideas.

Some sites allow people to be tagged for ease of identification. This should not be done as it may lead to the blurring of boundaries between personal use and professional and or the unintentional exposure of an individual's personal information to a wider audience.

When producing content for social media platforms on behalf of the Trust, the following guidelines should be followed:

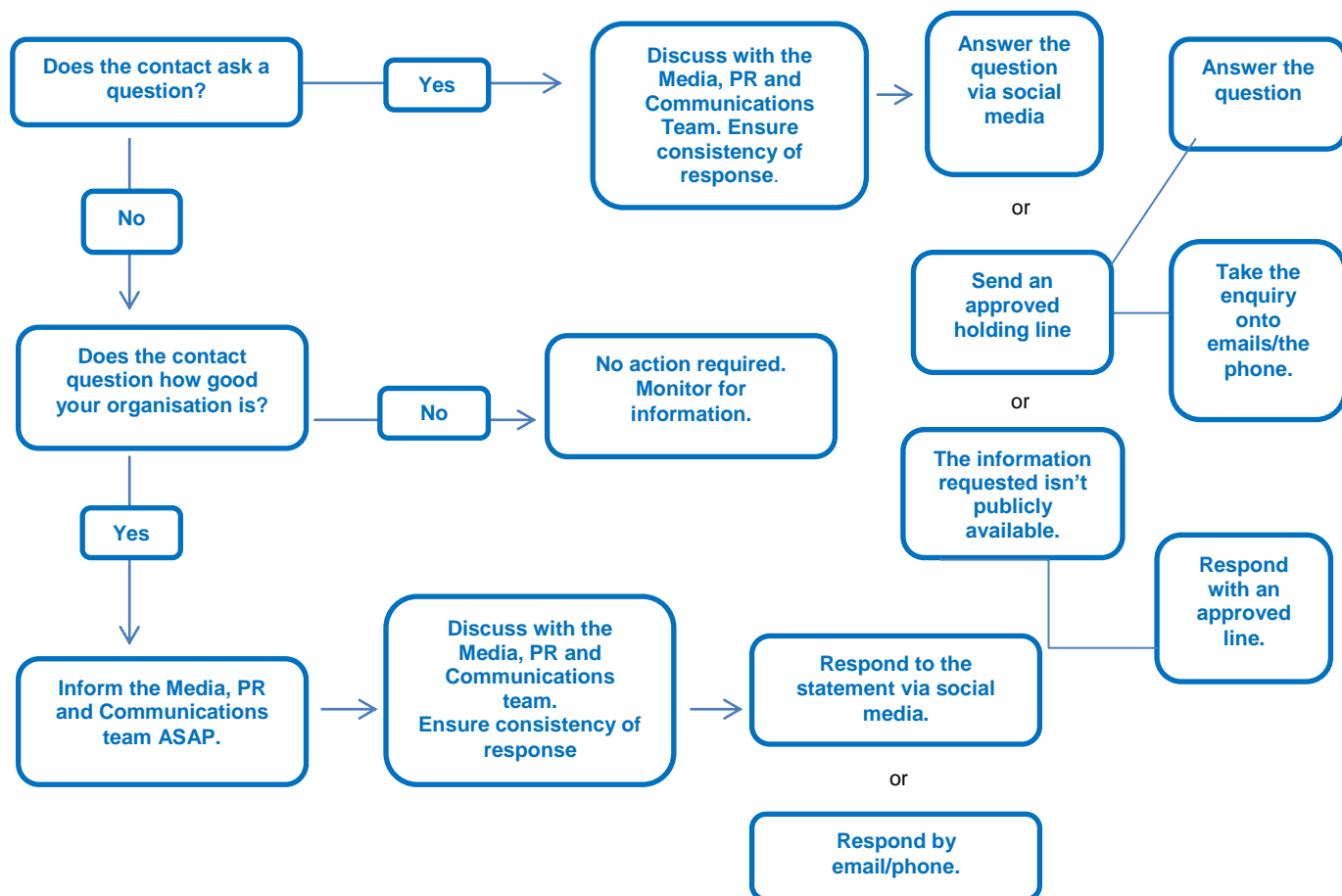
- **Relevance:** content should be relevant to the services provided at the Trust or that of the wider healthcare community which the Trust has a direct association with.
- **Easy to read:** The content within updates needs to be quick and easy to read as web users tend to only spend a few seconds on any given article. Lengthy updates take more time and the audience's interest will be reduced.
- **Related links/images:** When posting information online other links and imagery which are relevant to the update may be acknowledged and included below the main body. Full written consent must be obtained from patients, carers or legal guardians. All images for social media must be taken by a Medical Photographer, a member of the Media, PR and Communications Team or with a Trust approved camera. These images must then be checked by the Media, PR and Communications Team prior to upload/distribution.
- **Stay on Topic:** posts should aim to be on topic; related to current news, events or research.
- **Be Positive:** Avoid negativity; contributions must not post negative comments about the Trust and stakeholders.
- **Be Honest:** the content needs to be honest – this will encourage others to respond and builds trust.
- **Respond to Criticism:** critical comments/complaints posted on social media should be replied to with a Trust approved line apologising with the appropriate department contact details given so the matter can be discussed and managed by the correct team. This PALS process can be viewed on the Complaints Process for Social Media.

If a media/press contact approaches the Trust via social media please refer to the Media/press process for social media sites.

It is important that content should not be published if there is any doubt that it is appropriate. Contact the Media PR and Communications Team for confirmation of appropriateness to publish if required.

APPENDIX 3

Media/Press Process for Social Media

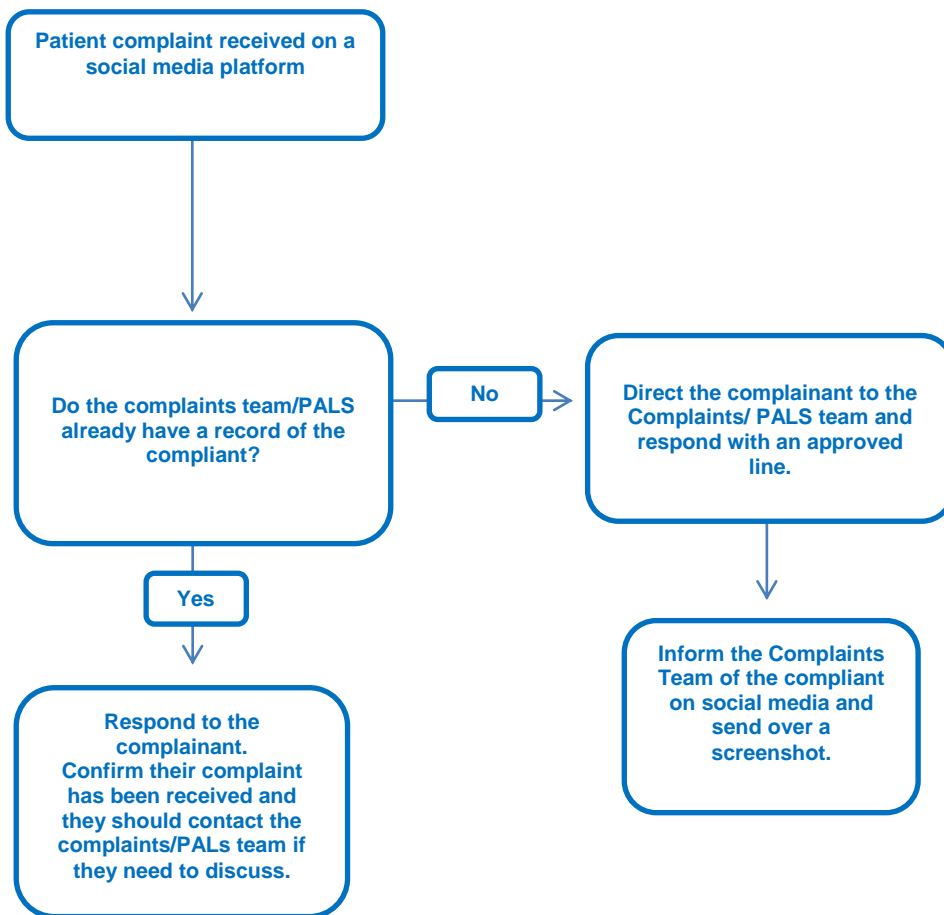


Research who the person is:
 What they recently tweeted about?
 Do they have a blog you could read?
 Who are they connected to online?
 How influential are they on and offline?

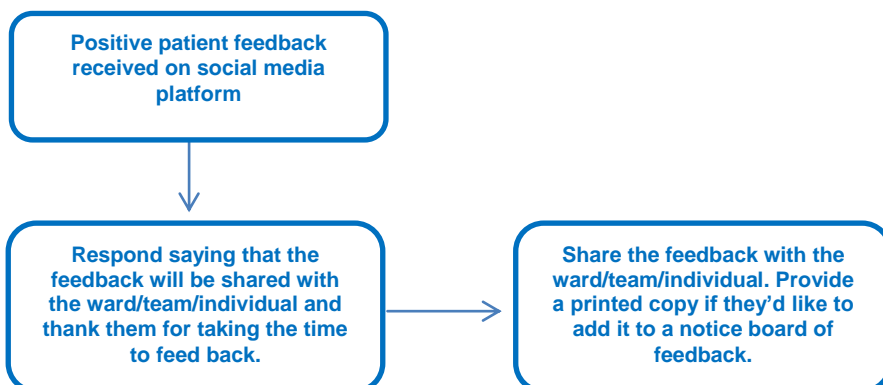
APPENDIX 4

Complaints Process and feedback

Complaints Process:



Feedback Process:



APPENDIX 5

Corporate social media use public statement

The Trust's corporate social media accounts are managed by the Media, PR and Communications team on behalf of colleagues across the organisation.

Please note that we are unable to offer medical advice or diagnoses on social media. If you, a friend or family members are feeling unwell, please call either your GP surgery or NHS111 on 111 (free from mobiles and landlines).

'Social media' covers various online and mobile technology tools which enable people to share information and resources.

The Trust uses the following social media platforms to communicate with patients, the public and the media:

- Twitter username [hyperlink]
- Facebook page [hyperlink]
- YouTube channel [hyperlink]
- LinkedIn Company Page [hyperlink]

Availability

The Trusts social media accounts are constantly monitored predominantly during office hours: 09:00–17:00, Monday – Friday, excluding public holidays. Occasionally the Trust may cover events outside of these hours live on social media platforms relating to current news/incidents and events.

From time to time social media services such as Twitter may be unavailable and the Trust accepts no responsibility for lack of service due to social media service downtime.

Content

We may use some scheduling tools to help us ensure content is spread across the week.

The Trusts updates may increase due to important news or in the case of an emergency, for instance.

The Trusts will add a new YouTube video every time a new video is created share other videos to provide information on certain campaigns.

By sharing other social media users' content, the Trust does not endorse the information or others' views of that organisation or individual. The Trust aims to share information which adds to any debate or topic we are involved in.

The Trust's social media content will cover some or all of the following:

- alerts about new content on digital channels, for example, news, publications, videos on YouTube, blog posts or health campaigns
- sharing content from organisations we follow, such as other NHS organisations, the emergency services and public sector organisations
- information on public health topics and campaigns
- occasional live coverage of events
- Trust staff achievement and awards

Following us on Twitter

The Trust will not automatically follow a social media user back. This means you can easily identify other key Twitter users that the Trust thinks are relevant by seeing who we follow. However, being followed by the Trust does not imply endorsement of any kind. If the Trust needs to direct message you or you direct message the Trust, the Trust will follow a user's profile and may unfollow it afterwards. This may happen if the Trusts ask for contact information via Direct Message.

Talking with us online

The Trust welcomes feedback and ideas from all Followers. However, the Trust may not be able to reply individually to all the messages received via our social media profiles.

The Trust reads all comments to and about the Trust on social media platforms and ensure that any emerging themes or helpful suggestions are passed to relevant people in the organisation.

When the Trust replies to questions it may include us asking for an email address in order to give you a full response outside of the character limits on some social media services. This may be through Direct Message on Twitter or Private Message on Facebook.

The Trust cannot engage on issues of party politics.

Other ways of contacting the Trust are detailed in the contact us section of our website [hyperlink]. If you would like to make a complaint, please see our complaints section [hyperlink].

Media enquiries

If you have a media enquiry and would like to contact the Media, PR and Communications Team, please call 0151 430 2505.

APPENDIX 6

Social media crisis and feedback process

Crisis Process and feedback for Trust corporate accounts

