



Social Media Policy

Person Responsible Dr James

Date of Policy 22/09/2017

Date of Review 22/09/2018

Aims of Policy

To ensure that the health centre's social media feeds are suitably used by staff and members of the public who interact with us through social media.

Policy

Based in Suffolk; Woolpit Health Centre (WHC) aims to provide "the type of care that we would expect for ourselves and our own families". We provide services to more than 13,500 patients who live in a practice area of 75 square miles of rural West Suffolk, straddling the A14, between Thurston in the west, and Haughley in the east. As part of our ongoing efforts to engage with our practice population within the wider community we have launched a social media feed:

- The Woolpit Health Centre Twitter feed www.twitter.com/woolpithealth

Availability

Our social media accounts are administered by staff and monitored ad hoc during normal office hours; they are not routinely monitored 24/7 nor on public holidays.

Please note that we cannot answer clinical queries or offer medical advice through our social media sites. Anyone requiring medical assistance should contact WHC by telephone (registered patients only), or another appropriate service; always dial 999 in an emergency.

From time to time social media services may be unavailable and we accept no responsibility for lack of service due to provider down time.

Content

Content will be managed by staff members at the WHC who agree to abide by this policy.

We may use some scheduling tools to help us ensure content is spread across the week. We aim to update our social media feeds several times throughout the week – at times of increased clinical workload social media updates will be less frequent.

By sharing other social media users' content, the health centre does not endorse the information or others' views of that organisation or individual.

We aim to share information which adds to any debate or topic we are involved in. We will not publish anything deliberately offensive or defamatory. We will not break patient confidentiality. Our social media content will cover some or all of the following:

- Alerts about news, publications or health campaigns involving the health centre or other local services.
- 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

'Liking' us on Facebook or 'Following' us on Twitter.

If you 'like' or 'follow' The Woolpit Health Centre we will not automatically 'like' or 'follow' you back.

On occasion, responding to contacts on social media may mean we need to 'follow' then 'unfollow' you. Being followed or liked by WHC does not imply that any social media user is a registered patient here nor does it imply endorsement of any kind

We will never direct message you through social media and will not respond to direct messages.

Talking with us online

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

If the health centre engages with any person or agency through social media it does not imply that the health centre has any formal relationship with that person or agency or that they are, or have ever been, a patient registered with us. If our patients choose to interact with us through social media they must be aware that they do so in a public space and anything they post may be visible to other social media users. The health centre will not break patient confidentiality through social media – but we cannot take responsibility for any personal information that is shared by patients themselves or other users on our feeds.

Please do not leave any defamatory comments. Any defamatory comments will be reported to Facebook / Twitter. Comments / Tweets / Posts deemed to be offensive or which share information of a sensitive nature may be removed at our discretion. Any threatening or abusive contact received will be dealt with in line with practice policy and may be reported to

the police or other relevant authority. We reserve the right to 'block' 'mute' or 'unfollow' users as we deem necessary.

When / if we reply to comments it may include us asking you to contact us by mail, email or telephone in order to give you a full response outside of the character limits on some social media services.

We cannot engage on issues of party politics.

We cannot respond to complaints formally through social media – If you wish to make a complaint please see the appropriate section of the health centre website
<http://woolpithealthcentre.co.uk/contact/comments-complaints>

For further advice and guidance on Social Media Guidelines, please see Appendix A.

Other ways of contacting us are detailed in the 'contact' section of our website
<http://woolpithealthcentre.co.uk/contact>

Media enquiries

If you have a media enquiry and would like to contact the health centre please see the 'contact' section of our website <http://woolpithealthcentre.co.uk/contact>

Appendix A

Social Media Guidelines

We reserve the right to remove any comments or block accounts that breach our social media guidelines.

Our social media guidelines are:

1. Do not use social media to ask for medical assistance or make a complaint.
2. Do not post messages or comments that are deemed to be any of the following:
 - abusive
 - defamatory
 - harassing
 - harmful
 - libellous
 - racially offensive
 - sexually offensive
 - unlawful
 - spam
3. Do not swear.
4. Do not make offensive remarks about someone else.
5. Do not post content copied from elsewhere, for which you do not own the copyright.
6. Do not publicise your own, or anyone else's, personal information.
7. Do not advertise products or services.
8. Do not pretend to be someone else.