

## Social Media Policy

<b>For Use in:</b>	Organisation-wide
<b>By:</b>	All staff
<b>For:</b>	Providing guidance and parameters for responsible use of social media
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<b>Name of document author:</b>	<b>Luke Harkness</b>
<b>Job title of document author:</b>	Digital Communications Officer
<b>Name of document author's Line Manager:</b>	Clare Parry
<b>Job title of author's Line Manager:</b>	Head of Internal and Online Communications
<b>Supported by:</b>	Fiona Devine Director of Communications
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<b>Compliance links:</b> <i>(is there any NICE related to guidance)</i>	<i>(e.g. NICE, CQC)</i>
<b>If Yes - does the strategy/policy deviate from the recommendations of NICE? If so why?</b>	N/A

## Social Media Policy

### Version and Document Control:

Version No.	Date of Update	Change Description	Author
1		New document	Luke Harkness
2	Jan 2021	Reviewed and updated	Luke Harkness

### This is a Controlled Document

Printed copies of this document may not be up to date. Please check the hospital intranet for the latest version and destroy all previous versions.

**Equality Impact Assessment (EIA) attached.**

# Social Media Policy

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# Social Media Policy

## 1. Introduction

This policy provides guidance for all staff, volunteers, students and those working temporarily within NNUH on how they should use social media responsibly both in and out of the workplace (personal use). Individuals need to be aware that by highlighting their occupation at NNUH either within a “biography” or “about me” section that they could potentially be accountable to NNUH for their conduct when online.

## 2. Objective and scope

This policy sets out the principles which Trust staff and associates are expected to follow when using social media in their personal and professional lives. Anyone who is found to breach NNUH’s Social Media Policy will be managed in accordance with [NNUH’s Misconduct Policy](#).

## 3. Definition

Social media is a form of interactive online media that allows parties to communicate or share and post media via the internet. It is an ever-changing medium, with popular examples including [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [Flickr](#) and [YouTube](#) and chat-based options including [WhatsApp](#) and [Snapchat](#) as well as popular blogging websites such as [WordPress](#) and [Blogger](#).

## 4. NNUH corporate social media

NNUH already has a number of established social media accounts across the Trust. The main social media accounts are run by the Corporate Communications team and additional accounts exist for different divisions, departments and teams within the Trust. These all support the Trust overall and allow us to communicate with patients, staff members and the general public.

The corporate accounts run by the communications team are:

NNUH Facebook: [www.facebook.com/nnuh.nhs](http://www.facebook.com/nnuh.nhs)

NNUH Twitter: [www.twitter.com/nnuh](http://www.twitter.com/nnuh)

NNUH Instagram: [www.instagram.com/norfolkandnorwichhospital](http://www.instagram.com/norfolkandnorwichhospital)

NNUH LinkedIn: [www.linkedin.com/company/nnuh](http://www.linkedin.com/company/nnuh)

NNUH YouTube: [www.youtube.com/nnuhft](http://www.youtube.com/nnuhft)

Our current social media accounts total almost 58,000 followers.

All Trust-related accounts on any social media platform must be approved by the Communications team prior to launch and appropriate training given to the account managers. With over 50 social media accounts affiliated with NNUH, it is the role of the Communications team to monitor these.

For departmental, divisional and team accounts affiliated with NNUH, it is the role of the assigned account holder(s) to ensure they abide by this Social Media Policy.

## 5. NNUH affiliated social media accounts

### 5.1 Definition

NNUH social media accounts are those attributed to or affiliated with NNUH or any of its departments. Accounts are linked to the Trust via the account name, profile, description, biography or by stating it as your place of work. Over 50 such accounts already exist across Facebook, Twitter and Instagram.

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## 5.2 Ownership

All NNUH social media accounts must be approved by the Communications team before creation and we reserve the right to decline the opening of an account if they are too similar to an account already in existence or if we can't see any scope for longevity. These can be requested by contacting [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk), then a meeting will be set up to discuss requirements. The Communications team does not create or operate social media accounts on behalf of other areas but does provide training, advice and guidance.

Ownership and responsibility for the account falls on the pre-agreed individual(s) running it, who must adhere to these guidelines. These responsibilities include keeping the account active and relevant and working with the Communications team to keep the content fresh and in line with the Trust's PRIDE values and strategy. Owners who do not adhere to this policy may be requested to remove the account or meet to discuss its viability.

All account holders must make the Communications team aware of any NNUH-affiliated social media account for NNUH records.

## 5.3 Aims of a NNUH social media account

When an individual or team requests a NNUH-affiliated social media account, a member of the Communications team will discuss their aims and advise on meeting them.

Questions to consider are:

- What are the main aims of the account?
- What type of content will you share?
- Who is your audience?
- Which channel is best to reach them?
- Do you currently send regular content for the main NNUH channels? If so, why is a dedicated channel necessary?
- What benefit will this account offer the Trust that we don't have already?
- Who will have access to the account and who is responsible for maintaining it?
- What social media experience do they have?

## 5.4 Reputation and representing NNUH online

Social media accounts affiliated with NNUH represent the Trust in a public forum. Therefore, these accounts have the potential to affect our reputation both positively and negatively. Anyone operating a NNUH social media account must be aware of this and exercise caution by ensuring that posts do not:

- Bring the Trust or its staff into any disrepute
- Breach confidentiality, data protection or copyright
- Offend or insult a person or organisation
- Encourage, promote or support illegal activity
- Use or encourage derogatory comments
- Use the hospital's visual identity or brand inappropriately
- Engage in public disagreements or disputes.

## 5.5 Opinion versus fact

No personal opinions or opinions purporting to be from the Trust can be communicated via social media, and all posts must be factual and impartial.

## Social Media Policy

NNUH affiliated social media accounts must not share, engage or promote political campaigns, surveys or petitions unless instigated by NNUH.

### 5.6 Data Protection

Owners of NNUH affiliated accounts should be aware of GDPR and the sharing of confidential information relating to staff and patients and all other members of the public that come through the Trust. More on GDPR can be found on the official [gov.uk page](#). Awareness and acting in accordance with the [Trust's Data protection and confidentiality policy](#) is also required

### 5.7 Content removal

NNUH social media account owners are expected to immediately remove any and all content that the Communications team deem inappropriate and have requested to be deleted.

If you wish to report inappropriate messaging found on social media, email the [Communications team](#).

If an owner or owners of an NNUH social media account are unsure whether the messaging they are sending out is appropriate, please contact the Communications team.

### 5.8 Dormant social media accounts

When the owner of an NNUH social media account leaves the Trust they must ensure that a new owner has been assigned and trained and that the Communications team is informed.

Abandoned or dormant social media accounts damage NNUH's reputation as information is out of date and any engagement from the audience is ignored.

The Communications team retains the right to query the validity of an NNUH social media account if it is dormant or its purpose significantly overlaps with an existing account.

### 5.9 Reporting an incident

Queries regarding NNUH affiliated social media accounts or those which appear to belong to an NNUH employee should be directed to the Communications team.

Incidents that should be reported include:

- Abuse or threats at an individual, department or the Trust as a whole
- Complaints about the Trust, its staff, its patients or any procedures within the Trust
- Comments that raise concern for the safety or welfare of an individual who either works for or has been a patient at the hospital.

### 5.10 Approaches from the media

Any approaches made via social media from journalists or members of the media where your opinion would reflect that of the Trust and relates to your work at the Trust should be directed to the Communications team.

No NNUH affiliated social media account should interact or engage with media online. If you have concerns about something published by a media organisation on social media relating to the Trust, please contact the Communications team.

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All media enquiries should be sent to [communications@nnuh.nhs.uk](mailto:communications@nnuh.nhs.uk).

### 5.11 Disciplinary action in relation to social media

If any guidelines laid out in this social media policy are broken, the Communications team reserves the right to investigate fully and to remove the account either temporarily or permanently.

Serious breaches of these guidelines whether you are an employee, volunteer, student or on another work placement arrangement, could lead to formal disciplinary action. Please refer to [NNUH's Misconduct Policy](#). Please also ensure you are aware and abide by [the NNUH's Cyber Code of Conduct Policy](#).

## 6. Personal social media accounts

### 6.1 Definition

Personal social media accounts are those owned by staff, volunteers and other individuals with an association with NNUH but which have no affiliation with or relation to the role they hold within the Trust. Accounts that fall under this umbrella are personal Facebook accounts, Twitter accounts that give no mention of working at NNUH either via general posting or via their "bio", and any account used to talk about personal, social or general topics.

It is the responsibility of each individual to be aware of this Social Media Policy and adhere to it. Professional clinicians may be putting their registration at risk and may be liable to disciplinary action if they post inappropriate material on social media. (For staff regulated by a professional body it is their responsibility to be aware of any social media policy which their professional body expects them to observe). As mentioned in section 1, if you choose to publicise the fact you work for NNUH on social media either via a 'bio' or by acknowledging it within a post, you are also choosing to observe this policy and, in doing so, not post material that could harm the reputation of NNUH.

### 6.2 Use of personal social media at work

Managers must ensure all staff are briefed on the policy as part of their induction.

Personal use of social media is restricted to break times only.

Staff should be aware that under no circumstances should they release patient or colleague information or post anything that would bring NNUH into disrepute. This includes external imagery, video, website links or other media and personal comments. Staff should be aware to not be wearing their staff ID badge in photography or video on their personal social media profiles (this may also identify as affiliating yourself with the Trust.)

It is prohibited for anyone (including patients and visitors) to take photos or video featuring other patients, members of staff and associates or members of the public without their consent. Staff members should remind patients and visitors of this if they see potentially inappropriate photos or videos being taken.

# Social Media Policy

**Amended by Norfolk and Norwich University Hospital Foundation Trust from originals produced by Step Up Consulting**

## Appendix 1

### Equality Impact Assessment Initial Screening Form

<b>Name of the Policy or Function/Service:</b> Social Media Policy	
<b>Type of function or policy</b>	Existing <input checked="" type="checkbox"/> Proposed <input type="checkbox"/>

<b>Division</b>	Corporate	<b>Department</b>	Communications
<b>Name of person completing form</b>	Fiona Devine	<b>Date</b>	20/01/2021

Equality Area	Potential Negative Impact	Impact Positive Impact	Which groups are affected	Full Impact Assessment Required YES/NO
Race	None		N/A	No
Pregnancy & Maternity	None		N/A	No
Disability	None		N/A	No
Religion and beliefs	None		N/A	No
Sex	None		N/A	No
Gender reassignment	None		N/A	No
Sexual Orientation	None		N/A	No
Age	None		N/A	No
Marriage & Civil Partnership	None		N/A	No
<b>EDS2 – How does this change impact the Equality and Diversity Strategic plan (contact HR or see EDS2 plan)?</b>				

- |   |
|---|
| <ul style="list-style-type: none"> <li><b>A full assessment will only be required if: The impact is potentially discriminatory under the general equality duty</b></li> <li><b>Any groups of patients/staff/visitors or communities could be potentially disadvantaged by the policy or function/service</b></li> </ul> |
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## Social Media Policy

- The policy or function/service is assessed to be of high significance