

CP371 - SOCIAL MEDIA POLICY

Broad Recommendations / Summary

Achieving our vision requires a workforce that actively participates both professionally and personally in collaboration and innovation with colleagues, partners and suppliers on the web using social media.

Social media access is available to staff from HEYHT devices primarily for professional purposes. This includes keeping up-to-date with developments and contributing to the conversations that are taking place about HEYHT (including sharing, learning and best practice) internally and externally.

The Trust's identity is largely formed by what we do and how we do it. Our reputation must be protected online, including in social media. What is written in blogs, forums, discussion boards affects what people think and feel about the Trust.

This policy sets the standard to be followed by all HEYHT staff when publishing content to any social media. This includes through accounts approved for use for work-related subjects or an account accessed for personal use.

Our online communications must be presented and managed in a way that expresses the same values and behaviours and professionalism and quality that we expect of all HEYHT staff.

1 PURPOSE / LEGAL REQUIREMENTS / BACKGROUND

Using social media is a cost-effective, method of connecting with a large, interested audience. It offers individuals and organisations the opportunity to engage directly with family, friends, interested parties and other key stakeholders. It gives HEYHT the ability to collect real time feedback and reply to that feedback instantly.

This policy sets the standard to be followed by all HEYHT staff when publishing content to any social media. This includes through accounts approved for use for work-related subjects or an account accessed for personal use.

This policy covers the publication of posts and submissions either in the form of the written word, photograph, video or any other medium to a publicly or privately available social media site approved for use for work-related subjects as well as those accessed for personal use.

This includes but is not limited to:

- Social media sites such as Facebook and Google+
- Online video or picture libraries such as YouTube, Instagram
- Blogs and microblog tools such as Twitter
- Externally managed discussion boards such as NHS Choices
- Internally managed blogs, discussion boards e.g. Yammer

Employees are supported in their use of social media on behalf of the Trust provided they meet with the requirements of this policy.

The Trust supports the use of social media to inform, connect and collaborate with other people or organisations, provided this adds value to the Trust or our immediate stakeholders and adheres to this policy.

To ensure consistency, before using social media for corporate purposes, an application for approval must be made to the Communications Team. This should be made through a line manager using the online social media site request form (Appendix 2).

2 POLICY / PROCEDURE / GUIDELINE DETAILS

2.1 Do's and Don'ts

Do

- Seek approval from the Communications Team before undertaking any social media activity which relates to HEYHT using the online social media site request form (appendix 2)
- Understand and abide by this policy and the attached guidelines (appendix 1)
- Ensure activity is consistent with your role at HEYHT.

Don't

- Publish fraudulent, harassing, embarrassing, sexually explicit, profane, obscene, intimidating, defamatory or otherwise unlawful or inappropriate information that would be offensive to readers of the submission or would otherwise breach any Trust Policy or break the law.
- Publish confidential information, business or personal, about or acquired from the Trust.
- Criticise or cause embarrassment to the Trust, its patients, other stakeholders or staff in a public post (including any website).

Failure to comply with this policy could result in members of staff being taken through the relevant disciplinary procedure.

2.2 Definitions and Glossary

Social Media can be defined as forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as audio, still images and video).

Social Media is a general term used to describe a suite of web tools which have some or all of the following characteristics:

Mostly free to use.

- Simple to use and requiring no prior training or technical knowledge.
- Are web-based and therefore require no additional software installed on the user's computer.
- Support global collaboration and sharing of opinions, insights, experiences and perspectives often with strangers.

Below are links to online definitions of the most common social media tools. These links will take you to an external website called Wikipedia, an online, collaborative encyclopaedia:

- [Blogs](#)
- [Wiki](#)
- [Social networking service](#)
- [Microblogging](#)
- [Podcast](#)

2.3 Requesting a new Trust approved Social Media account

Any member of staff can apply to start a HEYHT approved social media account or to formally contribute to an existing HEYHT approved social media on work related subjects. All applications must be made through their line manager using the **online social media site**

request form (Appendix 2). Completed copies should be submitted to the Communications Team at Communications.Media@hey.nhs.uk

Requests should clearly illustrate the potential benefit to patients and/or colleagues both within HEYHT and the wider healthcare community and/or the organisation as a whole. They must also be able to illustrate team and departmental commitment to the project. Starting a blog or Twitter account and only submitting a handful of posts will be seen in a poor light and may lead to approval being rescinded and the site being closed down

2.3.1 Content Management

The approving line manager is expected to conduct a monthly review of any HEYHT approved social media venture overseen by them. This review is to check for regular and relevant submissions that add value. Regular reviews will also be carried out by the Communications Team; however, this does not remove the line manager's responsibility to do the same

The Communications Team keeps a register of all HEYHT approved social media sites. This list is reviewed on a quarterly basis to ensure sites are providing regular and relevant content that adds value. The quarterly review consists of a member of the Communications Team accessing the HEYHT approved social media and reviewing in detail the posts and threads published by the member of staff. Any areas for concern will be brought to the attention of the manager who approved the HEYHT approved social media. The regularity of posts is not pre-determined and will change from one approval to the next. Any sites falling short of agreed standards will be reported to the line manager who approved the initial site. Approval may be rescinded and the site closed if a secondary review within an agreed time period shows little or no improvement.

As the administrator of Trust related social media content, the employee is responsible for ensuring that:

- The use of social media has been approved by the Communications Team following the completion and approval of the Online social media request form (Appendix 2)
- The editorial guidelines set out in Appendix 1 are observed
- Members/audience can easily tell whether the group is open to all or only to invited individuals be they HEYHT staff or members of another stakeholder group.
- The purpose of the blog/social media group is clearly laid out.
- A disclaimer is displayed prominently on the site, for example: **The views expressed in this (group/blog/website/forum etc.) are those of the members and do not necessarily reflect the views of Hull and East Yorkshire Hospitals NHS Trust**
- The Communications Team is fully aware of the blog/social media group/site, have an up-to-date link to the group/site, know who the current administrator and backup administrators are and are made aware of any significant changes to its administration and/or purpose.
- The Communications Team has a record of the administrator's login username(s) and password(s). For this reason any username(s) or password(s) used for a Trust approved blog/social media group/site must be unique to that account.
- The employee hands over ownership of the blog/social media group/site to another appropriate HEYHT staff member if they choose to leave the group or the Trust and notifies the Communications Team. If no staff member is available you must hand over full ownership to the Communications Team who will have the account managed elsewhere or shut down the account completely.
- For all clinical research and innovation-related social media it remains the employee's responsibility to update the HEYHT R&D department on online content and maintain the right ethics and NHS permissions for online recruitment tools.

- Any passwords used to administer an external group/site are changed if a former administrator leaves the Trust.
- The NHS lozenge or the HEYHT logo is not used as a way of identifying the association to the Trust without the explicit permission of the Communications Team.
- The line manager and HR are immediately made aware of accusations of any racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable posts/comments made through your group be they made by a member of staff or an external contributor.
- Seek advice if there any concerns around content posted on, or queries relating to content they plan to post, on their site.

Assistance in setting up access to social media can be provided by the Communications Team.

2.3.2 Dealing with complaints or concerns

When dealing with a complaint via social media, the public should always be referred to the Patient Advice and Liaison team on 01482 623065 or via pals@hey.nhs.uk

2.3.3 Dealing with safeguarding issues

Should there be extreme circumstances where there could be an immediate risk to life or limb, you should refer the patient or member of public to contact the relevant emergency service immediately.

2.4 Data Protection Act and the Freedom of Information Act

Use of social media sites must comply with the Data Protection Act 1998 (relevant for any sites which have the potential to collect or handle personal information), the Freedom of Information Act 2000 and the Public Records Act 1958 (relevant where internal social media sites and external social media, social media sites are potentially used for business purposes).

The Trust has responsibility for employees' activities and an individual has responsibility for their own activities when using Trust IT equipment. This means the Trust and an individual can both be at risk of litigation resulting from the actions of any individual on any social media site.

Administrators should check if in any doubt information they plan to post is not in keeping with either of the two acts.

2.5 Posting Content in a Professional Capacity

When submitting content on a work related subject to HEYHT approved social media an HEYHT employee must always identify themselves as working for HEYHT. They should ensure that any content published is consistent with their role in the organisation and does not compromise their own reputation or that of the Trust and must not breach patient, staff or the Trust's confidentiality.

Employees must be careful how they represent themselves in **any** social media when submitting content on a work related subject. They should ensure there is a clear distinction between a site used to share thoughts, opinions or accounts of events as an HEYHT employee and one used privately.

Further guidance on writing appropriate content can be found in appendix 1.

2.5.1 Uploading of Photographs and other Multimedia

Photographs, short films and podcasts (multimedia) are an everyday part of social media. Mobile phones and digital cameras make taking and uploading multimedia content extremely easy.

As the voice of the Trust, employees are responsible for ensuring that any multimedia content posted is appropriate and is in keeping with Trust's values and behaviours and has appropriate consent. Further guidance on uploading appropriate multimedia content can be found in appendix 1.

2.5.2 What Not to Do

Submissions to any social media site must not contain fraudulent, harassing, embarrassing, sexually explicit, profane, obscene, intimidating, defamatory or otherwise unlawful or inappropriate information that would be offensive to readers of the submission or would otherwise breach any Trust Policy or break the law.

The following matters are so serious that even the first breach may be treated as gross misconduct and could result in dismissal without notice and in some circumstances lead to prosecution or referral to a professional body.

- Publishing confidential information, business or personal, about or acquired from the Trust in a public post. This might include for example, revealing confidential information relating to patients, staff members, the Trust or contractors. This list is not exhaustive. Staff must consult their line manager if they are unclear about what information might be confidential.
- Criticising or causing embarrassment to the Trust, its patients, other stakeholders or staff in a public post (including any website).
- Advertising or selling information about or acquired from the Trust for publication by others.
- Provide medical advice online to patients. Any advice of such should be given through the appropriate channels. E.g. GP to patient contact.
- Full guidance on writing appropriate content can be found in appendix 1.

2.6 Use of other Languages in Social Media Sites

There is no legal requirement for the Trust to provide information published through a social media site in any specific language, however on request the Trust does have a legal obligation to provide a translation of any publically published information in a prompt and timely fashion. If asked to provide information in another language the administrator is responsible and should contact the equality and diversity team immediately for further advice.

Improving access to published content by providing it in multiple languages should be thought through when considering the purpose of and the audience for a proposed social media site. If providing multilingual versions of Twitter microblogs, Facebook comments or blog submissions is deemed a necessity then it should be done professionally. Please do not refer to online translation tools such as Google translate as a quick fix. Such tools can be useful but without proper proof reading by a professional translator can lead to errors in communications and serious misunderstandings.

Some flexibility will be shown when the administrator of a social media site can provide evidence that posts written in a language other than English have been written by a member of staff who has recognised multilingual abilities. Such posts must also be written in English and made available either online in a social media tool that mirrors that of the non-English version, or as a digital record stored within the Trust IT systems.

2.7 Unsuitable Links

Links must only go to suitable websites. A web page is classed as unsuitable if it contains, or directly links to, material which:

Is offensive:

- Pornography and sexually explicit content
- Text and images likely to offend
- Hate sites (on grounds of race, religion, gender or sexual orientation)
- Gratuitous violence

Is unlawful:

- Condone or encourages unlawful acts
- Breaches copyright law or encourage others to do so
- Defamatory and/or in contempt of court
- Hacking or other technical disruption to online services

Presents virtual or real risk to the user of your group:

- Sites which might compromise a user's computer, for example a site which initiates a download without prior confirmation
- 18+ sites, for example gambling, alcohol, tobacco related or any other site deemed contrary to the core values of the NHS
- Pay-to-view or other subscription sites

2.8 Hacked or Fake Accounts

Always notify your line manager and the Communications Team immediately if you suspect your Trust approved social media account has been 'hacked', that is, if you think the username and password for the site have been compromised and/or unexplained contributions to the site are coming from someone pretending to be from the Trust.

You should also notify the Communications Team if you come across or hear of any social media group or account which you suspect is falsely claiming to be from the Trust.

2.9 Contact by the Press or other Media Group

If employees are contacted directly or indirectly by the press about a post in a group or other social media environment, they must not reply but should notify their line manager as soon as possible and contact the Communications Team on ext 5556, 4486 at HRI or by email at Communications.Media@hey.nhs.uk.

2.10 Training and Implementation

The Communications Team will ensure staff across HEYHT are aware of this new policy. It will be communicated via Trust Briefing and available on the Intranet (as well as on the public website) and in the policy library.

The Communications Team will continue to monitor social media and oversee the administration of this policy.

3 PROCESS FOR MONITORING COMPLIANCE

Minimum requirement to be monitored	No online social media content being published in the name of HEYHT without prior approval	Approved social media is being managed in accordance with policy	Approved social media is being updated regularly	All social media related to HEYHT is meeting with the requirements of this policy
Responsible individual/ group/ committee	All staff	All staff	All staff and their line managers	All staff
Process for monitoring e.g. audit	Daily Monitoring using specialist software	Monthly review	Monthly review	Daily Monitoring using specialist software
Frequency of monitoring	Daily	Monthly	Monthly	Daily
Responsible individual/ group/ committee for review of results	Communications Team	Line Manager	Line Manager	Communications Team
Responsible individual/ group/ committee for development of action plan	Already in place Communications Team	Already in place Communications Team	Already in place Communications Team	Already in place Communications Team
Responsible individual/ group/ committee for monitoring of action plan	Head of Communications	Head of Communications	Head of Communications	Head of Communications

4 REFERENCES

- Communications Policy
- Patient Documentation Policy
- Information Governance Policy
- Policy for use of Internet and Email
- National NHS Identity Guidelines
- Data Protection Act 1998
- Freedom of Information Act 2000
- Public Records Act 1958

5 APPENDICES

- Appendix 1 – Guidelines
- Appendix 2 – Application to set up an online social network
- Appendix 3 – Certification of Employee Awareness
- Appendix 4 – Your Guide to Social Media from your Communications Team
- Appendix 5 - Duties

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Managers	Nursing Staff Only	Medical Staff Only	

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August 2016	1	Communications Officer	New policy

Guidelines

Editorial guidelines

If HEYHT employees set up a group on a social media site that is obviously associated with the Trust, the employee effectively becomes the voice of the Trust and administrator for that group on behalf of the Trust. This remains the case even if this is something managed outside of their normal day job. As the voice of the Trust, the employee is responsible for ensuring that their posts:

- Are in keeping with their role in the organisation and do not compromise their reputation or that of the Trust.
- Are not likely to provoke, attack or offend others.
- Are not racist, sexist, homophobic, sexually explicit, abusive, offensive or otherwise objectionable.
- Do not contain swear words or other language likely to offend.
- Do not break the law or otherwise condone or encourage unlawful activity.
- Do not appear to impersonate someone else.
- Do not describe or encourage activities which could endanger the safety or wellbeing of others.
- Are not posted anonymously.
- Are not seen to support any political party, cause or religious view.

DO NOT PUBLISH any content if there is any doubt about its appropriateness. Contact the Communications Team on ext 675556, or 674486 at HRI or by email at Communications.Media@hey.nhs.uk if you need advice.

Writing a good online submission

When blogging, tweeting, publishing to Facebook or otherwise on behalf of the Trust, the following guidelines should be followed:

- **Relevance:** content should be relevant to the services provided at HEYHT or that of the wider healthcare community with which HEYHT has a direct association. For example, discussion about a particular clinical specialty for which an employee is qualified to comment, research in that field outside HEYHT and its potential benefits to associated patients which would therefore include HEYHT patients.
- **Quick read:** ideal article length will be no more than 200-300 words of short sentences. This ensures content is quick to read. Typically web users spend little more than seconds on any given page or article. Producing lengthy submissions takes more time, reduces audience interest and numbers and ultimately reduces the viability of producing the content in the first place.
- **Topical:** contributions should aim to be topical – related to current news, events or research.
- **Avoid negativity:** contributions must avoid posting negative comments or inferences about any party.
- **Related links:** where another online source is appropriate to a post that source should be acknowledged by included a link in the main body of the text. Any other links that are deemed relevant to the story may be included below the main body.
- **Honesty:** the content needs to be honest to encourage others to respond.
- **Received criticism:** critical comments posted about your social media/blog posts should be replied to with facts and actions for resolution rather than ignored. Caution should be taken, however, to ensure the Trust does not get into online ‘arguments’
- **Commercial:** content should not show bias to any specific commercial organisation nor discuss HEYHT procurement contracts processes or tenders.

- **Medical Advice:** Avoid giving specific medical advice, giving advice directly to an individual without a consultation could be potentially harmful, yet personal medical conversations should not be conducted online either as this would breach personal privacy.

Uploading multimedia in a professional capacity

If uploading multimedia content to an external social media site, be sure it represents the values and behaviours of the organisation. Everyone in the multimedia content must give their consent for the content to be used within a social media environment and this should be captured/recorded appropriately.

As the voice of the Trust, employees are responsible for ensuring that any multimedia content posted is appropriate and is in keeping with Trust's values and behaviours. Ensure that content:

- Does not breach an individual's privacy, dignity and confidentiality.
- Is in keeping with your role in the organisation and does not compromise your own reputation or that of the Trust.
- Is not likely to provoke, attack or offend others.
- Is not racist, sexist, homophobic, sexually explicit, abusive, offensive or otherwise objectionable.
- Does not contain swear words or other language likely to offend.
- Does not break the law or otherwise condone or encourage unlawful activity.
- Does not appear to impersonate someone else.
- Does not describe or encourage activities which could endanger the safety or well-being of others.
- Is not seen to support any political party, cause or religious view.

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

DO NOT PUBLISH any multimedia content if you are at all unsure of its appropriateness. Contact the Communications Team on ext 675556, ext 674486 or by email at Communications.Media@hey.nhs.uk if you need advice.

Privacy settings

It is important to recognise that any social media privacy settings are determined by that specific social media and are in no way controlled or managed by the Trust. As such they should be seen as useful but not reliable.

Most social media sites enable the holder of the account to change privacy settings within an account to control who can view, access and contribute to the user's site. These settings vary greatly from site to site and as such cannot be detailed in this document. It is important to note that the Trust's IT Helpdesk support team offers **no** assistance with privacy settings for any social media sites.

Ensure the site has the appropriate security setting to reflect the intended audience. For example, if you have a site that you want only invited members to access, ensure the privacy settings for the site are set as such. If assistance is needed please contact the Communications Team on ext 675556, 674486 or by email at Communications.Media@hey.nhs.uk.

Top 10 tips on general principles

- **Be safe** – Never give personal information to others via the internet.
- **Add value** – Make sure the site is doing something positive, provides worthwhile information or is engaging our key stakeholders in worthwhile dialogue.
- **You are personally responsible for anything you publish**, be that in a personal or Trust endorsed social media tool.
- **Good use of time** – Remember your day job. Ensure your social media activities do not interfere with your main clinical or corporate commitments.
- **Identify yourself** – Show transparency when writing for a Trust approved social media by letting people know who you are and what you do.
- **Be aware of your personal and private profile** – Do not allow your Trust approved social media to become your personal one, if your personal profile is being used professionally then always treat it as a professional profile. Particularly careful consideration should be taken in this area in relation to invitations from patients.
- **Use disclaimers** when publishing to a Trust approved social media, such as: The views expressed on this website are those of the contributors and do not necessarily reflect the views of Hull and East Yorkshire Hospitals NHS Trust.
- **Seek permission** – Always seek permission if citing or referencing someone else's work or website. Where a reference is made, link back to the original source material.
- **Respect your audience**
- **Compliments, comments, criticisms and complaints** – If any of the aforementioned are received through your site, please ask the submitter to either contact the Trust's Patient Advice and Liaison Service on 01482 623065 or by emailing PALS@hey.nhs.uk

Application to set up an online social network

All requests to set up an online social network should demonstrate the potential benefits to patients, staff and /or the wider healthcare community.

Setting up an online social media network requires regular management and monitoring and therefore you must be able to demonstrate commitment from your department to the project. The project must be supported by a line manager and you must nominate two administrators for the site.

If your request is successful your social network will be regularly reviewed by the communications team. Failure to comply with the Trust's policies and guidelines will result in the closure of your account.

Date	
Name	
Job title	
Email	
Contact number	
Directorate/department	
Approving line manager(s)	
Line manager's contact number	
Line manager's email	
Name of nominated site administrator	
Administrator's email	
Name of second nominated site administrator	
Administrator's email	
Which social media channel are you requesting?	
Is this site public or members only	

Intended audience e.g. colleagues, patient group, peer group etc.	
Anticipated number of people using this network	
a. Reason for online social network (please give as much information as possible) b. How will you measure its success?	
Is there another social network that provides a similar service that you are trying to emulate?	
The communications team will hold a log of all approved networks and log in details. Please provide your proposed account name and password below and note that if your request is approved you MUST inform the communications team if these details change.	
Network web address	
Username	
Associated email address	
Password (use numbers and letters)	

I certify that I have read and understood the guidelines for managing online social networks and the social media policy. Tick below and sign.

☐ Line manger

☐ 1P administrator.....

☐ 2P administrator.....

Digital Board date of decision	
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☐ Approved

☐ Declined

Reason	
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Certification of Employee Awareness

Document Title	Social Media Policy
Version (number)	1
Version (date)	April 2015

I hereby certify that I have:

- Identified (by reference to the document control sheet of the above policy/ procedure) the staff groups within my area of responsibility to whom this policy / procedure applies.
- Made arrangements to ensure that such members of staff have the opportunity to be aware of the existence of this document and have the means to access, read and understand it.

Signature	
Print name	
Date	
Directorate/ Department	

The manager completing this certification should retain it for audit and/or other purposes for a period of six years (even if subsequent versions of the document are implemented). The suggested level of certification is;

- Clinical directorates - general manager
- Non clinical directorates - deputy director or equivalent.

The manager may, at their discretion, also require that subordinate levels of their directorate / department utilize this form in a similar way, but this would always be an additional (not replacement) action.

Your guide to Social Media from your communications team



This guide sets out your responsibilities when using social media as part of your job or outside of work. It applies to all staff, whether you are permanently employed or on a contract, an apprentice or a student. Inappropriate use of social media can damage the reputation of the Trust and the individuals involved.

Do

- Be careful about the personal details you post online;
- Read and comply with the relevant Trust policies around communications, data protection and information sharing.
- Think about what you want to use your online profile for and apply the right security and preference settings
- Keep your password safe - don't share your password with others and avoid choosing a password others might easily guess;
- Be aware of your personal responsibility for what you say on social media and for any comments others may post on your profile, blog or webpage;
- When registering with a website, understand what you are signing up to. Read the terms and conditions carefully;
- Only use your Trust email account if you have permission to join a social network for work related purposes;
- Be aware that your profile, blog or webpage can be visible to everyone dependent on your privacy settings;
- Spend time on understanding how social media works before starting to use it yourself, and know what it means to like, share, favourite etc.

Don't

- Make comments about the Trust, patients or colleagues on a social network site that could bring us in to disrepute;
- Don't say anything online that you wouldn't say personally or wish others to hear.
- Identify any individuals, or post information that may lead to the identification of an individual without their permission - this includes patients, colleagues and members of the public. This would breach the Data Protection Act and/or your professional code of practice, and will have serious consequences;
- Use social networking sites for non-work activity during working hours;
- Upload photographs of patients or Trust staff taken in the workplace or wearing their uniform;
- Post sexually explicit, racially offensive, homophobic or other discriminatory remarks at this is illegal;

Inappropriate use of the internet sites and/or social media may lead to disciplinary action. It is important that you are aware of your responsibilities and read the communications policy which is available on the intranet.

Want to use social media to promote your work or department?

Please contact the communications team, who manage the Trust's social media accounts including Twitter, Facebook, YouTube and LinkedIn. If you think you need a separate social media account you should contact the communications officer within the communications team for advice on ext. 5556 (HRI) or via email: communications.media@hey.nhs.uk

DUTIES

Title	Duties
Directors Group	<ul style="list-style-type: none"> • To ensure relevant colleagues are aware of this policy. • To review any issues regarding the implementation of this policy as directed by the Director of Communications and Staff Engagement
Individual Officers using social media	<ul style="list-style-type: none"> • It is the responsibility of all Trust staff who want to publish information about the Trust either in a personal or professional capacity to social media of any description to adhere to this policy. • Anyone wishing to use social media for corporate purposes should first seek permission from their line manager and make an application (see section 6) using the online social media site request form (Appendix 2). • When information is posted on any website that can identify the Trust, its employees or patients, it must be done in a manner that is consistent with the existing HEYHT policies and procedures and the Trust's values and behaviours. • If a member of staff is concerned that something on a blog or a website could give rise to a conflict of interest and in particular concerns issues of impartiality or confidentiality required by their role then this must be discussed with their line manager in the first instance. • If a member of staff is concerned that their role at the Trust is compromised by the postings of another person, then this must be reported to your line manager or the Communications Team on ext 5556 or by email to Communications.Media@hey.nhs.uk
Line manager roles and responsibilities	<ul style="list-style-type: none"> • Line managers are asked to ensure staff considering using social media understand this policy. • Before approving and submitting an application, line managers should carefully consider the appropriateness of any applications to use social media for corporate purposes using the online social media site request form (Appendix 2). • Line managers should also take an active role in any Trust approved programme of work involving social media and work with colleagues to ensure quality of content is in keeping the Trust's values and behaviours expectations and managers' standards. • Line managers should conduct a monthly review of any HEYHT approved social media venture overseen by them.