

Social Media and Networking Policy

Reference No:	P_CoG_18
Version:	2
Ratified by:	LCHS Trust Board
Date ratified:	10 July 2018
Name of originator/author:	Rachael Cousins
Name of approving committee/responsible individual: individual:	TLT
Date Approved:	19 June 2018
Date issued:	July 2018
Review date:	July 2020
Target audience:	All Staff
Distributed via:	Websites

Lincolnshire Community Health Services NHS Trust

Social Media Policy

Version Control Sheet

Version	Section/Para/ Appendix	Version/Description of Amendments	Date	Author/
1		New Policy – supersedes G_CoG_01	April 2016	Rachael Cousins
2		Full review	Sept 2017	Sharon Bradwell
3		Full review	June 2018	Sharon Bradwell/ Susan Ombler
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				

Copyright © 2018 Lincolnshire Community Health Services NHS Trust, All Rights Reserved. Not to be reproduced in whole or in part without the permission of the copyright owner.

Lincolnshire Community Health Services NHS Trust

Social Media and Networking Policy

Policy Statement

Background	Social media is a method of digital marketing and communication; it is direct, personal, instant and responsive.
Statement	Lincolnshire Community Health Services NHS Trust uses social media as a channel to communicate, engage and inform stakeholders, while supporting the delivery of operational and strategic objectives. We will use this channel to complement traditional channels of communication.
Responsibilities	<p>All communication on behalf of the trust published on social media websites, should be checked by Lincolnshire Community Health Services NHS Trust Communications Team unless otherwise agreed.</p> <p>All LCHS staff contributing to social media have the responsibility to ensure their content is appropriate and professional.</p>
Training	Training can be provided to any staff members who wish to use this medium.
Dissemination	Websites
Resource Implication	The Communications Team manages the organisation's social media presence and output.

Social Media Policy

Policy Statement

- i. Version control sheet
- ii. Policy statement

Section	Page
1. Introduction	5
2. Purpose	6
3. Duties, Accountabilities and Responsibilities	6
4. Definition of Terms Used	7
5. Private Use of Social Media	8
6. Professional Use of Social Media	8
7. Training	9
8. Implementation	9
9. Monitoring and Compliance	9
10. Fair Blame	9
11. Fraud, Bribery and Corruption	10
12. Equality and Diversity Assessment	10
13. Associated Documents	10
14. Standard Appendices	10

1 Introduction

- 1.1 Lincolnshire Community Health Services NHS Trust (the trust / LCHS) is making increased use of social media and networking to engage with service users, staff and other stakeholders.
- 1.2 The trust recognises social media and networking can positively contribute to patient and staff management and supports and encourages its appropriate and professional use.
- 1.3 The trust will continue to explore positive use of social media and networks as new channels become available.
- 1.4 Social media and social networking are terms commonly used for web-based and other mobile communications technologies that enable messages and opinions to be shared in dialogue with others who often share the same community interests.
- 1.5 This Policy is necessary as many employees enjoy sharing their professional knowledge and experience with others of similar roles and interests. The trust encourages these professional online activities and acknowledges that staff can improve their personal skills and experience through relevant interactions with colleagues both inside and outside the trust.
- 1.6 However, the trust has a responsibility to ensure the operational effectiveness of its business, including its reputation, confidentiality for patients and data protection. This involves ensuring confidentiality and maintaining security in accordance with NHS Information Governance Policy and Good Practice.
- 1.7 As in all their conduct, staff must adhere to their professional codes of conduct and employment terms and conditions while using and contributing to social media. This includes reflecting the LCHS Way and strategic objectives of the trust:

We listen, we care, we act, we improve.

We listen:

- We engage with everyone we work with
- We are united
- We are always positive

We care

- Everyone is valued, respected and developed
- Knowledge and skills are nurtured
- Success is celebrated

We act:

- Clear goals and the right resources
- Freedom coupled with accountability
- Emphasis on simplicity

We improve:

- We are creative, resourceful and innovative
- Integration and collaboration is the way forward
- We are always striving to do better

Strategic objectives:

- Leading integration and innovation
- Providing high quality, safe, personalised care
- Value for money and financial sustainability
- Building a productive, quality and supported workforce
- Strengthening our positive reputation

2 Purpose

2.1 This Policy is provided so that members of staff of the trust are aware of their personal and professional responsibilities for appropriate use of social media.

3 Duties, Accountabilities and Responsibilities

3.1 The trust is committed along with its staff and Staff Side partners, to providing an environment where staff are treated with dignity and respect in the workplace.

3.2 The trust will not tolerate any LCHS employee using a social networking site or technology application in a way that may be viewed as discrimination, harassment, bullying or victimisation towards another employee, patient or carer or family member of a service user of LCHS.

3.3 Any individuals found to have undertaken such action will be subject to disciplinary action in line with the trust's Disciplinary Policy.

3.4 All employees of the trust have a responsibility to ensure they are informed of this policy and that inappropriate activities carried out by employees on social media and networking sites which have a negative or detrimental impact on the Trust, colleagues, patients or service users may be viewed as a disciplinary offence. Any individual made aware of any such activity should take immediate action and seek the advice of Practitioner Performance/Workforce at the first opportunity.

3.6 Staff should:

- Be aware of this policy and comply with it;
- Set a positive example by treating others with respect at all times;
- Ensure use of technology and social media is appropriate at all times
- Do not make personal or offensive comments;
- Be supportive of colleagues who may be subject to inappropriate activities on social networking sites.

3.7 The Practitioner Performance Manager will have responsibility for informing relevant departments of all reported social media and networking inappropriate behaviour. This information, along with the outcomes of any investigations and disciplinary procedures, will contribute to future reviews of this policy.

4 Definition of Terms Used

- **Lead Officer:** The Director accountable for the Policy;
- **Author(s):** The person nominated by the Lead to prepare the Policy;
- **Development:** A process by which something passes by degrees to a different stage, process of clarification;
- **Consultation:** An exchange of views, time limited period during which the views / advice of others are sought to further inform the Policy content;
- **Ratify:** Formal agreement and acceptance;
- **Implement:** Put into practice / operation;
- **Embedded:** Established;
- **Review:** Reassess.

5 Private Use of Social Media

5.1 Staff of the trust may use social media for private purposes during their work breaks.

5.2 Staff should be aware that the trust reserves the right to monitor the web and all trust technologies including social networking sites, for content that it finds inappropriate at all times.

5.3 When using social media, members of staff are encouraged to state that they are communicating in a personal capacity.

5.4 This can be done by adding a disclaimer to private online profiles, such as “All views are my own and do not necessarily reflect those of my employer”. However, this does not negate responsibilities for professional and appropriate use of social media and networking.

5.5 Members of staff are ultimately responsible for their own online behaviour, which includes any statement or activity which identifies them as a professional or LCHS employee; they remain bound by the trust’s Disciplinary Policy.

5.7 The following are examples of professional and regulatory organisations of which staff may be members, which may have their own social media and networking policies. Staff using social media and networking sites should be aware they may be bound to these policies by their professional registration/affiliation. The following list is not exhaustive and should not be taken as such:

- Nursing & Midwifery Council
- Royal College of Nursing
- Chartered Society of Physiotherapy
- British Association of Occupational Therapists & College of Occupational Therapists
- General Medical Council

- Health and Care Professions Council
- Royal College of General Practitioners
- British Medical Association
- Royal Pharmaceutical Society
- British Dietetic Association

6 Professional Use of Social Media

6.1 Any communication made on behalf of the trust as a whole should be made by the Communications Team or appropriate senior manager.

6.2 Staff can identify themselves as working for the trust and are entitled to make professional statements but cannot imply their view is that of the trust as a whole.

6.3 So long as there is a clear, professional and appropriate purpose, such as viewing training material on YouTube or taking part in a professional forum on Twitter, the use of social media and networking to enhance care, contribute to staff development or facilitate communication is encouraged.

6.4 Social media and networking used to enhance patient care or during patient-facing time should only be done so if professionally appropriate and with the permission of the patient. Consent for patient participation in promotional activities for the trust should be obtained as set out in the Communications Policy. Further advice and guidance can be sought from the Communications Team.

6.5 Staff must not disclose information about the trust that is or may be sensitive or confidential, such as information about service users, other staff and stakeholders, other organisations, commercial suppliers and other information about the trust and its business activities. This includes the disclosure of any information relating to patient identifiable information, such as name, address, condition, personal circumstances, personal opinions relating to patients or their circumstances,

6.6 Corporate logos or other visible markings or identifications associated with the trust may only be used where prior permission has been obtained from the Communications Team.

6.7 All social media accounts representing the trust as a whole are managed by the Communications Team. No other teams / staff within the trust should set up corporate accounts without the authorisation of the Communications Team.

6.8 Staff should not set up sites that are made to resemble an official site.

6.9 The trust will use internal and closed social media and networking sites to communicate with its staff. These will be overseen by the Communications Team but may be administered by nominated staff representatives, e.g. applications like Whatsapp.

7 Training

7.1 New starters will be made aware of the policy through induction training. The policy will also be available via the trust public website and policy files kept on sites where appropriate.

7.2 Social media training will be provided to individuals/teams upon request via the Communications Team. Individuals and teams who would like to explore the potential use of social media and networking to support their service should also contact the Communications Team for further advice and guidance.

8 Fraud, Bribery and Corruption

8.1 In accordance with the Trust's Countering Fraud and Corruption Policy, Strategy and Guidance Notes Policy, all suspected cases of fraud and corruption should be reported immediately to the Director of Finance.

9 Equality and Diversity Assessment

9.1 In conjunction with the Trust's Equality and Diversity Lead this Policy has undergone an Equality and Diversity Impact Assessment which has taken into account all human rights in relation to disability, ethnicity, age and gender. The Trust undertakes to improve the working experience of staff and to ensure everyone is treated in a fair and consistent manner.

10 Associated Documents

- Disciplinary policy: P_HR_06 Disciplinary Policy and Investigation Process.
- Equality and diversity policy: P_HR_27 Promoting Equality Valuing Diversity Protecting Human Rights Policy
- Fraud policy: , P_Fin_01 Countering Fraud and Corruption Policy, Strategy and Guidance Notes

Standard Appendices

Equality analysis

Appendix A

Name of Policy/Procedure/Function: Social Media and Networking Policy

Equality Analysis Carried out by: Sharon Bradwell

Date: 14th June 2018

Equality & Human rights Lead: Rachel Higgins

Director\General Manager: Andrew Morgan

***In this template the term policy\service is used as shorthand for what needs to be analysed. Policy\Service needs to be understood broadly to embrace the full range of policies, practices, activities and decisions: essentially everything we do, whether it is formally written down or whether it is informal custom and practice. This includes existing policies and any new policies under development.**

Section 1 – to be completed for all policies

A.	Briefly give an outline of the key objectives of the policy; what it's intended outcome is and who the intended beneficiaries are expected to be	<p>To provide a policy and advice to staff on the use of social media and networking as part of their employed role.</p> <p>To ensure staff are aware of their personal and professional responsibilities during and out of work hours relating to social media and networking.</p>		
B.	Does the policy have an impact on patients, carers or staff, or the wider community that we have links with? Please give details	Yes. Social media is in the public arena and is used to communicate, engage and inform patients, carers and staff. Misuse of social media could negatively affect the trust's reputation, breach confidentiality and data protection. This could result in disciplinary procedures against individuals.		
C.	Is there is any evidence that the policy\service relates to an area with known inequalities? Please give details	No		
D.	Will/Does the implementation of the policy\service result in different impacts for protected characteristics?	No		
		Yes	No	
Disability			X	
Sexual Orientation			X	
Sex			X	
Gender Reassignment			X	
Race			X	
Marriage/Civil Partnership			X	
Maternity/Pregnancy			X	
Age			X	
Religion or Belief			X	
Carers			X	
<p>If you have answered 'Yes' to any of the questions then you are required to carry out a full Equality Analysis which should be approved by the Equality and Human Rights Lead – please go to section 2</p>				
<p>The above named policy has been considered and does not require a full equality analysis</p>				
Equality Analysis Carried out by:		Sharon Bradwell		
Date:		14 th June 2018		

NHSLA Monitoring Template

Appendix B

Minimum requirement to be monitored	Process for monitoring e.g. audit	Responsible individuals/ group/ committee	Frequency of monitoring/ audit	Responsible individuals/ group/ committee (multidisciplinary) for review of results	Responsible individuals/ group/ committee for development of action plan	Responsible individuals/ group/ committee for monitoring of action plan
Practitioner Performance case reviews		Practitioner Performance Manager Communications Team			Practitioner Performance Manager/Communications Team	