# **SOCIAL MEDIA AND ACCEPTABLE USE POLICY FOR BURSTED WOOD SURGERY, 219 ERITH ROAD, BARNEHURST, DA7 6HZ**

# Increasingly, the use of the internet and social media is becoming an integral part of everyday life. Bursted wood surgery must embrace this use for its opportunities, but also carefully manage its use to ensure appropriate protection for all its users.

# Used well, the internet and social media can improve the way that Bursted wood surgery shares information, engages with patients and staff and can improve the openness and transparency of the organization. At Bursted wood surgery, we have an obligation to ensure those using the internet and social media at Bursted wood surgery facilities, and/or in relation to Bursted wood surgery activities, are absolutely clear about our expectations regarding professional behaviour, protecting patient confidentiality and safeguarding.

# At the core of social media is engagement, participation and relationship building. Every platform encourages its users to take part through commenting or posting on what they see and getting involved conversations with others. This makes it a particularly useful method for informing patients and gaining their feedback. Used well, social media can be part of collaborative working and co-production.

# Bursted wood surgery aim to design and implement policies and procedures that meet the diverse needs of our service and workforce, ensuring that none are placed at a disadvantage over others, in accordance with the Equality Act 2010. Consideration has been given to the impact this policy might have regarding the individual protected characteristics of those to whom it applies

# . This policy sets out our expectations for internet and social media use for Bursted wood surgery, its service users and those visiting the facilities. It outlines the ways in which staff can ensure acceptable use of the internet by patients and visitors.

# **Social Media Scope and Policy Modification Social media** is rapidly evolving and expanding so this policy will focus mainly on the most popular and commonplace social media platforms and actions available, including:

# • Microblogging

# • Social Sharing

# • Media Sharing (e.g. Picture, Video and Audio)

# • Professional Sharing

# New social media platforms and vehicles will emerge but the underlying principles and expectations of this policy will be the same. This document and any procedures contained within it are non-contractual and may be modified or withdrawn at any time. For the avoidance of doubt, it does not form part of staff contract of employment.

# **Training and support at Bursted wood surgery** will provide guidance and support to help those to whom it applies to understand their rights and responsibilities under this policy. Additional support will be provided to managers and supervisors to enable them to deal more effectively with matters arising from this policy.

# The Community Engagement Team and the Partners will regularly provide communication materials both internally and externally to make staff, personnel, visitors, and patients aware of this policy and guidance.

# **Purpose and Scope**

# **Purpose** The purpose of this policy is to provide staff, patients and visitors Bursted wood surgery with guidance and rules regarding the following:

# • a. Appropriate use, interaction and engagement with Bursted wood surgery ‘s official social media platforms

# • b. Understanding the organization’s responsibility & management of its social media

# • c. Understanding what to do when an unacceptable social media post has been placed by either a patient or staff about either the practice or its staff

# • d. Understanding the risks and responsibilities associated with engaging on our social media platforms

# • e. The acceptable use of mobile phones, tablets, computers and other portable electronic devices within the organisation

# **Who the Policy Applies to**

# This policy applies to all personnel of Bursted wood surgery, including those directly employed via an employment contract and those engaged on a self-employed basis or those individuals performing functions in relation to the organisation, such as PCN employees, agency workers, locums and contractors, apprentices, volunteers and external business partners.

# For the purpose of this policy, the term ‘personnel’ will be used to describe all the above groups. This policy also applies to all visitors at Bursted wood surgery, including patients, carers and families and all individuals accessing either Bursted wood surgery ‘s premises, whether in a personal or professional capacity, or its social media pages and platforms

# . For the purpose of this policy, the term ‘visitors’ will be used to describe the groups outlined in this section. The expectations and guidance in this policy apply to and include any use of Bursted wood surgery or personal devices to access the internet or social media, whether through the Bursted wood surgery or NHS Wi-Fi network or through alternative internet and social media access arrangements.

# **Why and how it applies to these groups**

# This document has been produced to help all staff and patients at Bursted wood surgery recognise the need to understand and uphold obligations as deemed appropriate and in accordance with the NHS Constitution.

# Whilst all persons have a freedom to express their opinion, staff have an obligation to ensure that concerns regarding unsafe practice, fraud or wrongdoings are managed as per the Whistleblowing Policy and Procedure.

# Additionally, all staff have a fiduciary duty to their employer and that loyalty is expected when placing any social media post. This is further detailed within the staff handbook. Should there be any concerns regarding the level of care or treatment received, patients may only complain via the Complaints Procedure and in a manner that conforms to extant legislative guidance in common with other NHS organisations.

# **Raising any grievance via social media does not conform to the legislation and as such will not be considered to be a complaint.**

# **Policy Scope**

# The scope of this policy includes the use of both Bursted wood surgery and personal resources to access social media, including outside working hours.

# All personnel are expected to maintain a professional approach to work, patients, colleagues and visitors at all times and must not bring Bursted wood surgery into disrepute.

# This Policy is not intended to cover and account for every situation that may arise. It aims to outline a number of important principles and guidelines, which reflect the standards of behaviour required by personnel, patients, and visitors of Bursted wood surgery.

# It also aims to provide understanding for staff and clarity for our patient group as to what is expected of them.

# All personnel must read and understand this policy to be clear about the general standards of conduct required when using the internet and social media. If any Bursted wood surgery personnel have any concerns or doubts regarding the meaning of the examples listed and standards outlined, they should speak to their manager or Bursted wood surgery contact for clarification.

# 3 **Definition of terms**

# Internet A global computer network that provides a variety of information and communication facilities consisting of interconnected networks using standardised communication protocols.

# **Social media Forms of media**

# That allow people to communicate and share information using the internet. Examples of media platforms include Twitter, Instagram, Facebook, TikTok and LinkedIn.

# **Social Networking**

# Social networking is the use of social media sites, allowing individuals and companies online interactions that mimic some of the interactions between people and organizations with similar interests that occur in life.

# **Microblogging**

# Microblogging refers to the practice of posting short messages or digital content with a limited word count. An example of a microblogging site is Twitter, which limits messages to 280 characters in length

# **Social Sharing**

# Social sharing is for a form of social networking that allows registered users to create personal profiles, upload various forms of media (see ‘Media Sharing’), send messages and keep in touch with others. 3.6 Professional Sharing Professional sharing is a form of social networking, which is geared towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates and clients. Members can create customizable profiles that detail employment history, business accomplishments and other professional accolades

# **Media Sharing**

# (e.g. Video, Picture, Audio) Media sharing allows anyone to upload short videos, pictures or audio to a website either for restricted viewing (to a limited list of viewers) or as a showcase to the wider public. It includes all forms of video, photo, or audio uploads. 3.8 NHS Constitution for England Published in 2015 and reviewed every 10 years, the following definition is taken directly from the NHS Constitution: The NHS Constitution “establishes the principles and values of the NHS in England. It sets out rights to which patients, public and staff are entitled, and pledges which the NHS is committed to achieve, together with responsibilities which the public, patients and staff owe to one another to ensure that the NHS operates fairly and effectively.”

# **Duties**

# Personnel All Bursted wood surgery personnel are required to adhere to this policy. All have a responsibility to report inappropriate use as outlined to the Community Engagement Team in the first instance (as outlined in Section 10).

# Fiduciary duty All employees are under a duty of fidelity to their employer. The duty of fidelity is also known as the duty of good faith or of loyalty

# **Patients and Visitors**

# All patients and visitors are required to adhere to this policy. It is the responsibility of Bursted wood surgery to ensure this policy is publicised and available for review by all patients and visitors.

# **Bursted wood surgery Use of Social Media**

# Social Media Platforms and Usage. In addition to our website, Bursted wood surgery post information and maintains its own professional presence on the following social media platforms:

• Facebook: <https://www.facebook.com/medicalpracticebursted/>

• Instagram: <https://www.instagram.com/burstedwoodsurgery/>

Tik Tok <https://www.tiktok.com/@burstedwoodsurger?is_from_webapp=1&sender_device=p>

Maintaining an active presence on social media sites allows Bursted wood surgery to effectively manage its professional brand and communication to stakeholders online

Additionally, at Bursted wood surgery, we wish to ensure that our patients, personnel and visitors have access to current and relevant information and having a presence on social media sites is an important way to be open and engage with the people we serve.

This is overseen by the Business Partner responsible for branding and communications, with support from the Community Engagement Team.

All social media accounts associated with Bursted wood surgery business and activities are expected to adhere to the principles and expectations of this policy.

Bursted wood surgery will take all steps available to close down any linked social media account found to be acting outside of this policy.

**Content**

All content, including posts and informative links, on Bursted wood surgery social media pages should be approved and specific to the organization. Under no circumstances should personal health or patient identifiable information be transmitted on any social media site even if responding to a specific question that has already outlined any diagnosis or treatment.

# Content deemed suitable for Bursted wood surgery Social Media includes:

# • News, events and activities that are related to Bursted wood surgery business

# • Content that provides a direct link back to Bursted wood surgery external website

# • Content that provides a direct link back to the NHS and is relevant to Bursted wood surgery business

# • New developments, awards or achievements at Bursted wood surgery and of personnel directly employed by Bursted wood surgery

# • Engagement with people who have an interest in Bursted wood surgery

# • Information that enhances Bursted wood surgery reputation. An increasing number of healthcare organizations are using social media and establishing their own social media channels to share and exchange information from partners and stakeholders.

# At Bursted wood surgery, any content on its social media pages that provides information sourced from an external organisation are for general information purposes.

# These posts are not endorsements by Bursted wood surgery and should not be taken as such. Any content that features service users or visitors must have consent from those featured prior to it being posted. Consent from patients will be obtained via AccuRx and filed in the clinical record. For all other individuals featured, email consent will be obtained. If unable to obtain electronic consent, a signed consent will be provided.

# **Access and Posting Staff** is not permitted to use the organisation social media platforms to make any unrelated posts. To prevent inappropriate usage of the platform(s), access is limited to the following personnel: Francesca, Lisa community engagement officers.

# Only these staff may post content and response to messages, comments, or requests on Bursted wood surgery social media platforms.

# Any member of staff may submit information to be considered for inclusion on Bursted wood surgery social media platforms by contacting the Community Engagement Team.

# We are always looking for stories about staff, services and achievements. All submitted content will be reviewed and only information that has been approved by the Community Engagement Team and/or Business or Practice Partners will be posted.

# **Responding to Comments & Messages Operating Hours and Response Times**

# While Bursted wood surgery social media platforms are always available and accessible to the public, responses to comments, messages and requests will only be handled during business hours (08:00 – 18:30).

# Building Professional Networks via Social Media. An increasing number of healthcare organizations are using social media channels to connect and build professional networks and partnerships with stakeholders, industry professionals and other organizations.

# **Business Networking at Bursted wood surgery,**

# Should there be an instance to connect with industry professionals and companies through social media, Bursted wood surgery will only connect with other official business or professional social media accounts. In this case, ‘connect with’ refers to instances such as requesting to follow a professional or company social media page or direct messaging a professional contact. All requests and opportunities to connect with other businesses and industry professionals will be reviewed by the Communications Team prior to any action being taken.

# Recruitment at Bursted wood surgery, social media pages will not be used for accepting applications. All applications will be required to be submitted through the official NHS Job Website and portal. Bursted wood surgery social media platforms are only used to disseminate job advertisements and openings. Increasingly, individuals are using social media for professional sharing to showcase their education, employment history, business accomplishments, and professional accolades and work availability.

# Bursted wood surgery at times may review or consider personal professional pages belonging to potential employees or applicants in the hiring process. All reviews are approved by the hiring team and practice partners.

# **Internal Service and Department Accounts**

# Bursted wood surgery offers a variety of internal services and departments, including social and mental services, as well as has a multidisciplinary staff. As Bursted wood surgery social media platforms represent the surgery in its entirety, there no need for separate social media accounts/profiles for these services. All services interested in posting content must contact to the Community Engagement Team for review and approval. Further information and guidance on publishing authorization and department or services using social media can be found in this policy.

# **Principles of Social Media Posts**

# Purpose & Application these key principles apply to all Bursted wood surgery personnel and contractors who make use of any form of social media, whether personal or professional, use Bursted wood surgery personal equipment, inside or outside of working hours. The intention of these principles is not to prevent Bursted wood surgery personnel from conducting legitimate activities on the internet in their personal time, nor to stifle constructive feedback, but serves to highlight those areas in which problems are most likely to arise for both individual personnel and Bursted wood surgery. Maintain Confidentiality All personnel have a responsibility to maintain and protect service users, colleagues and organizational confidentiality. Under no circumstances should you

# • Identify services users

# • Post information that may lead to the identification of the individual

# • Post information that is stigmatizing or derogatory to any patient group or condition This includes never disclosing information which may be sensitive, confidential, and/or subject to a non-disclosure agreement (NDA).

# Staff using social media for work purposes can only be held liable for a breach under the DPA, if the break is wilful (S55), otherwise Bursted wood surgery is liable as Data Controller.

# If personnel do disclose any such information, then they interfere with privacy and breach the law on confidentiality, your employment contract and your professional Code of Practice.

# When creating a new social media account, Bursted wood surgery will notify the organisation’s DPO and add the relevant information to the Information Register.

# Principle 2: You are an ambassador for Bursted wood surgery and your profession Although this section is written with direct Bursted wood surgery staff in mind, it should be noted that all personnel should be adhering to the following policy notes regardless of whether at work or not.

# All personnel are never permitted and under no circumstance post a comment, photo or video online that you would not be willing to share with people in ‘real’ life in a face-to-face setting. Your online behaviour not only reflects on you, but also on Bursted wood surgery and your profession. While there is often a focus on the negative impact of social media on an organization and its reputation, remember that you have the potential to act as a positive and respected ambassador for the practice. Everything you post online, including photographs, is public – even in the strictest privacy settings. Once something is online, it can be copied and redistributed and it is therefore easy to lose control of it. Always presume that everything you post online will be permanent and will be shared. All personnel should refrain from any action or activity which may bring them, their colleagues, their profession, Bursted wood surgery or the NHS into disrepute. This may include posting on any social media (whether text, video, photo or audio) that expresses defamatory, derogatory or offensive comments or attitudes (whether explicit or implied) towards:

# • Service users, their relatives, carers or visitors

# • Your colleagues, direct reports or manages

# • Bursted wood surgery , its contractors or partners Detailed guidance can be sought from the BMA regarding the ethics and guidance for the use of social media.

# Principle 3: Be Mindful of Professional Boundaries Do not use social media to build or pursue relationships with service users, their families or carers even if they are no longer in your or Bursted wood surgery care. If you receive a friendship, connect or follow request from a current or former service user, or their family member, it is advised that you do not accept the request. For more detailed information regarding professional boundaries and connecting with service users, carers and their families.

# 6.5 Principle 4: Protect Your Own Privacy All personnel and those associated with Bursted wood surgery need to think carefully about what kind of information you want to share and with whom and adjust their privacy settings accordingly. For example, on Facebook you can adjust your privacy settings at group levels to share different levels of information with different groups of friends. Remember that the more your personal life is exposed through social media, the more vulnerable you are to critiques, both positive and negative.

# **Patient and Visitor Use of Internet and Social Media**

# Patient Access to Social Media and Information All official Bursted wood surgery social media pages are open to the public and accessible for patients, local residents (not patients), other organisations, staff etc. to see and obtain information. Patients and visitors to Bursted wood surgery will be able to access guest NHS Wi-Fi. The appropriateness of accessible websites and information will be automatically managed by the IT Team using existing security protocols. Patients and visitors may be able to access social media and internet sites via their mobile phone networks, tablets or computers while at Bursted wood surgery sites, which are not subject to the same security protocols. Mobile devices, tablets and computers must not be used to photograph or record Bursted wood surgery staff, personnel or facilities without explicit permission of the individual and/or department manager.

# At Bursted wood surgery, while we understand that patients and visitors will want to stay in touch with friends and family while in our care, we have a duty to protect patient confidentiality and a responsibility to safeguard vulnerable patients in our care. Therefore, the following guidelines apply to all our patients and visitors.

# • You may overhear conversations about other patients while in our facilities or departments. Please respect the confidential nature of these conversations by not sharing details about others in our care without their prior consent. If we obtain evidence of internet or social media activity that shares such confidential information, we will ask you to remove the content.

# • Defamatory comments about members of our staff should not be shared in any public forum. Legal advice will be sought and action taken where necessary. More information on removing posts and addressing concerns.

# Following, Postings or Commenting on Bursted wood surgery Social Media Platforms at Bursted wood surgery, for social media platforms that do not require requests to interact with the page, including ‘following’ or commenting, individuals may choose to do so at their own discretion. Bursted wood surgery will not accept responsibility for any individuals who chose to do so as these individuals are responsible for the risks that these actions may entail. Risks can include:

# • Disclosing personal identifying information (PII) or personal protected health information (PHI)

# • Personal association with Bursted wood surgery All posts and comments are subject to monitoring and reviewing by Bursted wood surgery. Should a post or comment be found inappropriate it will be reported to the Community Engagement Team at the earliest opportunity and may be subject to removal.

# Further detailed information regarding inappropriate posts and comments can be found in below.

# Messaging Bursted wood surgery over Social Media On Bursted wood surgery pages, requests from individuals or patients to ‘friend’ or ‘follow’ official Bursted wood surgery social media pages will not be accepted. Message requests from professional accounts will be reviewed by the Community Engagement Team and/or Manager prior to potential acceptance and response.

# **Monitoring of Posts and Comments Made by Patients** Monitoring of the platform(s) for comments and feedback by patients is the responsibility of the Community Engagement Team. Pages will be monitored regularly to review comments, posts and message requests from patients and visitors. Further information can be found in the Intranet and Social Media Acceptable Use Policy . Information on inappropriate posts and comments can be found below.

# **Employee Personal Use of Social Media** Social media ‘friend’, ‘follow’ and/or ‘connect’ request by a patient at Bursted wood surgery, all official organization pages are open and accessible to the public. For social media platforms (Instagram, Facebook, Tik Tok ) where ‘friending’, ‘following’ and ‘connecting’ by individuals or patients is enabled, should a visitor or patient send a ‘friend’ or ‘follow’ request to staff and/or any other associated personnel over a social media platform then the following BMA advice should be considered: “It is possible that using social media can blur personal and professional boundaries, but it is important to try to maintain a professional distance between you and your patients. For example, if you use Facebook as a personal space online, in general it may not be wise to accept friendship requests from patients. There may be times though when you will need to use your judgement. Doctors working in small communities are likely to have friends who are patients or former patients, so it may not be possible or desirable to maintain boundaries online in this way. There may be other situations in which you may interact with a patient online. This is not problematic in itself but in general there should be an overriding presumption against online interactions with people who you only know from a doctor-patient context.” Although this section is written with GPs in mind, it should be noted that all staff should be cautious when accepting ‘friend’ requests from a patient and that professionalism and standards are expected by all, regardless of whether at work or not. Refer to the Intranet and Social Media Acceptable Use Policy for further advice on this subject.

# **Using Social Media in Departments and Services Bursted wood surgery** official social media presence is managed by the Community Engagement Team. This team is authorized to publish content on social networking sites on behalf of Bursted wood surgery.

# New Accounts for Departments and Services A different Bursted wood surgery team may decide that there would be a beneficial and positive use for social media as a means of communication and engagement with service uses and/or carers within their service area. Bursted wood surgery medical teams should not set up or use social networking pages or sites to represent Bursted wood surgery unless authorized to do so by the Community Engagement Team.

# To ensure Bursted wood surgery Medical teams fully understand the benefits, risks and resources needed to manage social media accounts, they will be asked to complete a business case for setting up a service-specific social media account. The Community Engagement Team will review and consider the business case when completed before service-specific accounts are approved and set up.

# Credentials Where staff has been authorized to use social media on behalf of Bursted wood surgery, all profiles on the social media networks will belong to Bursted wood surgery, including login credentials and information, which allow Bursted wood to access and use the social media accounts. Login credentials and information is required to be handed over to Bursted wood surgery on request and arrangements must be made to transfer ownership (including account passwords and related email accounts) to Bursted wood surgery when the member of staff concerned is on annual or sick leave or before that member of staff leaves Bursted wood surgery permanently.

# Content The Community Engagement Team will provide advice, guidance and training to teams on setting up and managing their service-specific social media accounts. This includes standard responses to enquiries. Ad-hoc checks regarding content will be taking place. If using copyrighted content, teams should mention their source or ask for authorization to use the content. All social media accounts and platforms managed by service teams will be expected to adhere to this policy and all other relevant Bursted wood surgery policies. Bursted wood surgery will take steps to remove any account or content that operates outside this policy.

# **Raising a Concern**

# Reporting Inappropriate Posts and Use of Social Media All staff are requested to remain vigilant whilst visiting any social media site especially surrounding any detrimental comment being placed about this organisation or any of our staff. To protect reputations, should there be an instance of inappropriate information upon the social media site or where staff suspect inappropriate use of social media or the internet, then Managing Partner is to be informed at the earliest opportunity. If staff are uncomfortable in doing so, they may report their concerns to the next in line, another senior manager or via mechanisms outlined in the Whistleblowing Policy. Staff informed of a breach of the policy should seek advice and where possible resolve the matter informally and locally.

# Where it concerns patients and/or visitors, staff should seek advice from the Managing Partner or GP Safeguarding Lead if required and, where possible, resolve the matter informally and locally.

# Directly employed personnel in breach of this policy will be managed via Bursted wood surgery Disciplinary and Capability Policy and sanctions could include dismissal. If a staff member feels they are the target of complaints or abuse on social media, they can remove someone from their friends or followers list and block them from interacting with them. Most sites include mechanisms to report abusive activity and provide support for users who are subject to abuse by others. If staff have a reason to believe that the activity is originating from a colleague or service user, they should alert their supervisor or next in line. Any grievance or complaint with Bursted wood surgery should be channelled through procedures and policies already in place and dealt with in the work environment, and not displayed or discussed via social media.

# Posts Determined to Be Inappropriate Bursted wood surgery will manage, delete or remove comments determined to be inappropriate by the Community Engagement Team. Inappropriate comments or posts can include:

# • Posts or comments that are racist

# • Posts or comments that are defamatory towards Bursted wood surgery, its staff, personnel or other visitors

# • Posts or comments that include confidential information any indication of harm to self or other individuals will be reported to the Local Authority Safeguarding Team. Should it not be possible to remove a post, such as when the post has been added from a patient’s social media account, then the Community Engagement Team will make contact with the author of the post to request that the post, feed or tweet be removed.

# Should the patient not be willing to remove the post Should the patient not be willing to remove the post, then the partnership will consider the options. This may include contacting the MDU for both advice and to confirm that the process has been duly followed although the organisation could bring a claim on the basis that the publication amounts both to a misuse of their private information and a breach of Article 5 of the General Data Protection Regulations (GDPR). Additionally, and dependent upon the nature of the post, it is also possible that offences could be committed under other acts, including:

# • Protection from Harassment Act 1997 • Malicious Communications Act 1988

# • Communications Act 2003 If the person is not prepared to remove the post and should this be unfounded, malicious or unreasonable against the organisation or any staff member, then they should be advised that, whilst we at Bursted wood surgery we welcome any feedback, comments such as this are not considered to be constructive and may affect the doctor/patient relationship.

# It also explicitly compromises the patient’s requirements as detailed within the NHS Constitution where this states that the patient should: “Please treat NHS staff and other patients with respect and recognise that violence or the causing of nuisance or disturbance on NHS premises could result in prosecution. You should recognise that abusive and violent behaviour could result in you being refused access to NHS services.”

# Further Actions Against Inappropriate Postings Should the above actions have been taken and the patient(s) continues to be unwilling to remove any unfounded, malicious or unreasonable post, feed or tweet against the organisation or its staff, it could be suggested that the patient-doctor relationship has broken down in accordance with the GMC’s Good Medical Practice. This guidance specifically states: “You should end a professional relationship with a patient only when the breakdown of trust between you and the patient means you cannot provide good clinical care to the patient”. Following this advice, should it be considered that the patient has acted in a manner that is either “violent, threatening or abusive to [you] or a colleague” then the following advice should be considered:

# • a. GMC Ethical guidance for ending professional relationship with a patient

# • b. [www.themdu.com](http://www.themdu.com)

# • c. Removal of Patient Policy It should be noted again that, justifiably, patients should not be removed due to a complaint. Therefore, should the post be a complaint in nature, or should it refer to an ongoing complaint, Manager will contact the patient to give them the opportunity to follow the correct complaint pathway. A complaint leaflet will also be offered outlining the process. At this stage, it should be agreed that the patient removes the offending post as failing to do so is detrimental to the patient/doctor relationship as detailed above.

# **Monitoring and Compliance Community Engagement Team** will report to the Manager on a regular basis in line with existing reporting arrangements to present the number and nature of reported incidents relating to inappropriate comments, resolutions and breaches of this policy.

# Dissemination and Implementation Once agreed, this policy will be dissemination to personnel via email and made available to all staff via the Bursted wood surgery intranet system. The policy will be made available to visitors, patients, carers, and external organizations or personnel on Bursted wood surgery website and will be published and/or made available via a link on each of Bursted wood surgery social media pages.

# **Summary**

# Social Media Purpose. At Bursted wood surgery, we wish to ensure that our patients, personnel and visitors have access to current and relevant information and having a presence on social media sites is an important way to be open and engage with the people we serve. At the core of our social media is engagement, participation and relationship building. All posted content will encourage users to take part through commenting or posting on what they see and get involved conversations with others.

# Acceptable use of social media All staff at Bursted wood surgery have an obligation to inform the Partners of any untoward postings on social media that could affect the reputation of the organisation or any of its staff members. It should be expected that, from time to time, patients may be discontented with the level of service that they have received. Following any such concern, should the patient wish to make a complaint, then the appropriate and standard process should always be followed. Whilst this is a matter of courtesy, it will also confirm the necessity to do so and establish whether further support is required such as the need for a Subject Access Request. Staff awareness All staff have a responsibility to be aware of the expectations placed upon our patients and that unacceptable behaviour will not be tolerated and will be managed in accordance with the Dealing with Violent and Abusive Patients Policy. Annex A – Patient and Visitor Social Media Guidance Patient and Visitor

# Social Media Guidance. At Bursted wood surgery, we have a website, Facebook, Instagram and Tik Tok page, which provide a range of useful information for our patient population. All pages are public and open for individuals to comment and post. For all comments and posts we aim to respond to comments and questions within 3 business days. Bursted wood surgery has a duty to maintain patient confidentiality and to safeguard vulnerable patients. You can help us to achieve this by adhering to the code of conduct outlined in this policy. All posts and comments are subject to monitoring and reviewing by Bursted wood surgery. Should a post or comment be found inappropriate it will be reported to the Community Engagement Team at the earliest opportunity and may be subject to removal. Patients at Bursted wood surgery are expected to adhere to the following code of conduct at all times:

# • 1. The organisation requires all users of portable devices to use them in a courteous and considerate manner, respecting their fellow patients, other visitors and all Bursted wood surgery personnel

# . • 2. Patients and visitors are not permitted to disclose any patient identifiable information about other patients, unless they have the express consent of that patient.

# • 3. Patients and visitors must not post any material that is inaccurate, fraudulent, harassing, embarrassing, obscene, defamatory or unlawful. Any such posts on the organisation’s website or social media platforms (Tik tok, Facebook, Instagram) will be deleted and the post reported.

# • 4. Patients and visitors may choose to follow, comment and/or post on Bursted wood surgery social media platforms at their own discretion. Individuals who chose to do are responsible for the risks that these actions may entail. Risks can include: – Disclosing personal identifying information (PII) or personal protected health information (PHI) – Personal association with Bursted wood surgery

# • 5. Patients and visitors are not permitted to take or post photographs or recordings in the waiting room or areas where other patients are present, nor are photographs or recordings of staff permitted to be taken or posted.

# • 6. Patients and visitors must not post comments on social media that identify any staff.

# • 7. Patients and visitors are able to leave a review about Bursted wood surgery The practice manager will respond appropriately.

# • 8. Defamatory comments about our team are not to be shared on any social media platform. Appropriate action will be taken against any patient who posts defamatory comments.

# Patient complaints on social media We have a separate complaints policy which patients are to use should they wish to make a complaint. We will only respond to complaints made to the organisation in accordance with the organisation’s policy. If a complaint is made on any of Bursted wood surgery social media platforms, it will be deleted.

# Updated 26.11.2024