

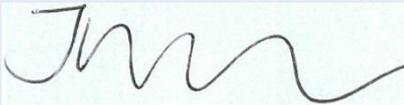
## Appendix 2 - Checklist for the Review and Approval of Procedural Documents

To be completed and attached to any document which guides practices when submitted to the appropriate committee for consideration and approval.

	Yes/No/ Unsure	Comments
<b>Title of Document</b>		Social Media Policy
Could this policy be incorporated within an existing policy?		no
Does this policy follow the style and format of the agreed template?		yes
Has the front sheet been completed?		yes
Is there an appropriate review date?		yes
Does the contents page reflect the body of the document?		yes
Are there measurable standards or KPIs to support the monitoring of compliance with and effectiveness of the document?		yes
Are all appendices appropriate and/or applicable?		N/A
Have all appropriate stakeholders been consulted?		yes
Has an Equality Impact Assessment been undertaken?		yes
Is there a clear plan for implementation?		yes
Has the document control sheet been completed?		yes
Are key references cited and supporting documents referenced?		yes
Does the document identify which Committee/Group will approve it?		yes
Is there an implementation plan for this policy?		yes

### Individual Approval

If you are happy to approve this document, please sign and date it and forward to the chair of the committee/group where it will receive final approval.

Name	Juliet Rodgers	Date	10 April 2018
Signature			

### Committee Approval

If the committee is happy to approve this document, please sign and date it and forward copies to the person with responsibility for disseminating and implementing the document and the person who is responsible for maintaining the organisation's database of approved documents.

Name	Kathryn Magson	Date	14 November 2017
Signature			

**POLICY NAME**  
**Social Media Policy**

<b>Version Number</b>	1
<b>Ratified By</b>	Commissioning Exec
<b>Date Ratified</b>	<b>25 January 2018</b>
<b>Name of Originator/Author</b>	Claire Matyus-Flynn
<b>Responsible Director</b>	Juliet Rodgers
<b>Staff Audience</b>	All staff
<b>Date Issued</b>	15.03.2018
<b>Next Review Date</b>	15.03.2020

# Policy: handling social media

Communications and engagement team  
October 2017

## 1. INTRODUCTION

The communications and engagement team is responsible for managing social media content and strategy on behalf of NHS Herts Valleys CCG. At the same time we encourage others to make appropriate use of this medium too – to support efforts to convey information and messages and so this policy has very wide relevance.

It is important that every member of staff has a broad understanding of social media and has an awareness of this policy.

## 2. PURPOSE OF POLICY

This policy document provides high level guidance on how we use social media – for those in the communications team and also for other staff and board members. It is designed to provide some principles and an indication of how to handle content and online conversations. It is designed to help staff participate confidently, with an awareness of what behaviours and etiquette is expected when using social media.

## 3. KEY PRINCIPLES

Social media - particularly Twitter and Facebook – can be a very effective way to engage in direct dialogue with the public and sometimes with traditional media outlets too.

We will maximise the use of social media, taking advantage of its speed as a form of communication and its potential to reach many thousands of people.

Social media will form a key plank of all our public-facing campaign strategies. We will use it to target particular audiences and also the widest possible readership.

Social media will be a channel we use for a number of key objectives:

- conveying key information
- gathering feedback on proposals
- gauging reaction to our work
- engaging in dialogue
- correcting any errors or misperceptions, protecting the reputation of the CCG and the wider NHS.

We will monitor social media routinely and frequently so that any reactions and answers are timely and appropriate.

We will be mindful of our values when using social media, including the drive to be open and transparent. We also need to be aware of the potential for any errors to be very difficult to put right once a post has been published so care will be taken.

Individual staff are asked not to post details or information about a major incident on social media, without prior formal agreement from the communications team. The team will provide guidance and may request that staff use their social media channels as part of the strategy for handling the incident.

#### **4. TYPES OF DIGITAL AND SOCIAL MEDIA PLATFORMS**

- Social networking - for example Facebook and Twitter
- Blogging - for example Wordpress and Tumblr
- Photo and video sharing - for example Instagram and YouTube
- Social bookmarking - for example Reddit, Pinterest
- Professional sharing - for example LinkedIn

#### **5. ROLES AND RESPONSIBILITIES**

##### **Communications and engagement team**

The communications team will manage all campaigns including those elements conducted via social media platforms. The team will also be responsible for monitoring the social media accounts during normal working hours and responding, when appropriate, within 24 hours and a good deal more quickly when possible and appropriate.

Sensitive issues posted on various social media sites by other social media users will be discussed with the associate director of communications and engagement before engaging and will be brought to the attention of other executive team members as relevant.

##### **Members of Herts Valleys CCG staff and PPI committee members using social media as part of their professional role**

We encourage other colleagues outside the communications team to use social media to engage in dialogue and get good news out to their professional and personal networks. This is to help amplify messages and to focus on particular areas of work relevant to that individual.

Colleagues are invited to create professional social media handles or accounts (separate to their personal profile) on platforms such as Twitter and LinkedIn that includes their name and that mentions Herts Valley CCG and '@HVCCG' specifically. This professional profile should also include the words 'views are my own' or similar. This is so that individuals can communicate more freely and in a way that draws attention to their posts. At the same time, these colleagues using social media in support of their

professional role need to comply with the social media best practice guide and protocols, following our values and ensuring posts do not reflect negatively on Herts Valleys or contradict policy or key messages.

### **Other members of staff**

Members of staff who are engaging in social media in a personal capacity and whose connection with Herts Valleys CCG is evident from their profile, should include the words 'views my own' or similar, in their profile. They should also refer to the protocol and ensure that posts do not reflect negatively on the CCG.

All staff should contact the communications team for further advice. The communications team and senior managers will also offer support for those staff who might, on occasion, find themselves targeted on social media.

## **6. CONSULTATION AND COMMUNICATION WITH STAKEHOLDERS**

The policy reflects discussion and agreement within the communications and engagement team. It has been discussed with the staff involvement group and with the PPI committee.

## **7. SOCIAL MEDIA CONTENT**

Social media content from the Herts Valleys account will:

- be as engaging as it can be
- maximise use of images
- connect to key Herts Valleys priorities and objectives
- comply with our values
- be clear and professional

## **8. MONITORING COMPLIANCE**

The communications and engagement team will monitor online content daily. This will include ad hoc monitoring of other social media pages or profiles in which Herts Valleys CCG may be discussed or mentioned or which members of staff may be posting onto. Any misuse, inappropriate content or breaches of policy will be reported as appropriate.

The associate director of communications and engagement will include summary reports on social media activity as part of the regular for-information board reports. She will also report on social media and policy compliance to executive periodically and routinely in relation to particular campaigns.

## **9. EDUCATION AND TRAINING**

Staff will be encouraged and supported to use social media in relation to their role as outlined in this policy. The communications and engagement team can support staff as required and provide any training as necessary.

