

NHS Surrey Heartlands Clinical Commissioning Group

Social Media Acceptable Use Statement

Revised June 2020

1. Introduction

This statement sets out how NHS Surrey Heartlands Clinical Commissioning Group (CCG) will use the CCG's social media channels to communicate and interact with the public, patients and key stakeholders as well as other organisations.

All social media activity by the CCG and its staff should adhere to [NHS Digital Guidelines](#).

Information on the CCG channels (Facebook and Twitter) is provided on news, events, jobs, campaigns, health promotion activity and much more.

Most online communities have their own rules, which we will make best efforts to follow. The CCG reserves the right to remove any contributions that break the rules of the relevant community, or which are not in line with the general guidelines listed within this statement.

The CCG intends to create an environment where people are able to contribute their views without fear of abuse, harassment or exposure to offensive or otherwise inappropriate content, when engaging in social media activity involving or relating to the CCG.

When contributing your views please ensure that you:

- protect your personal privacy and that of others by not including personal information in your public posts (such as email addresses, private addresses or phone numbers)
- make your posts relevant to the issues currently being discussed
- represent your own views and do not impersonate or falsely represent any other person or organisation
- do not abuse, harass or threaten others
- do not make defamatory or libellous comments
- do not use insulting, offensive or hateful language
- do not promote commercial interests in your posts

- do not post content copied from elsewhere, for which you do not own the copyright.

The CCG reserves the right to restrict or remove any content that is deemed in violation of this social media statement or any applicable law. Consideration will also be given to block users that breach these guidelines, without any explanation given by the CCG.

2. Liking, following, tweeting, sharing and retweeting

The CCG will follow or like people and organisations that provide information relevant to the work of the CCG such as central government accounts, local media, our partners or those whose information we can pass on for the benefit of many people.

Do not take offence if the CCG does not 'Like' or 'Follow' you and/or your organisation on social media. This doesn't mean that we are not interested in what you have to say, it's just that the numbers can get too high for us to manage.

The CCG tries to support local and national campaigns related to health promotion, prevention and awareness. There will also be times we'll need to like or follow an account in order to take part in conversations.

When the CCG is asked to repost or share content from other users, we will consider these requests on a case by case basis but generally aim to honour such requests from our stakeholders and non-profit organisations, subject to the above assurances.

If the CCG likes or follows an individual or an organisation, retweets or shares their information, it doesn't mean that we endorse them. The CCG will try and tweet, share or retweet information that is deemed to be of interest to our followers. Please don't be offended if the CCG does not tweet, share or retweet something that an individual or organisation wants us to.

3. Monitoring, Comments and Complaints

NHS Surrey Heartlands CCG monitor our Twitter and Facebook accounts Monday to Friday 9am to 4pm (except Bank holidays and public holidays). If individuals or organisations contact us via these channels during these times we will reply, if deemed appropriate, as soon as possible but there could be delays with some requests whilst we co-ordinate our response.

The appropriate methods of contacting NHS Surrey Heartlands CCG for official correspondence or if your query is serious, urgent, or involves personal details or complaints are available via the [contact us](#) page on the NHS Surrey Heartlands CCG website.

The CCG welcomes feedback and ideas from everyone, and will endeavour to join the conversation where possible. However, we may not be able to reply individually to all the messages we receive.

The CCG will read all direct messages and replies to posts and will ensure that any emerging themes or helpful suggestions are passed to the relevant teams at the CCG.

If you have a concern about something posted on a page that the CCG is responsible for, you should submit your comments or complaints using the processes outlined on the [Concerns and Complaints](#) page of the CCG website.

If you do contact NHS Surrey Heartlands CCG using Twitter or Facebook to ask questions or raise concerns and complaints, we will ask you to resubmit via the appropriate channel. This will ensure your issue is handled in a timely manner by the correct department.

4. Impartiality

NHS Surrey Heartlands CCG must be politically neutral in its communications and therefore cannot comment on issues of party politics. Please do not use any of our social media channels to promote party political messages or other political content.

In the weeks preceding an election – local or general – public organisations are bound by Purdah and must take care not to do or say anything that could be seen in any way to support any political party or candidate. The CCG will continue to publish important service announcements using social media, but may have to remove responses if they are overtly party political.

In the interests of commercial propriety and competitiveness we will not honour requests from profit-making organisations except when highlighting joint projects or work commissioned by NHS Surrey Heartlands CCG, as we would not be able to do so fairly.

5. Safeguarding

During the course of your work for NHS England you may have cause to engage in online conversations with, and the promotion of, engagement opportunities with children, young people and adults at risk. The use of social media/networking sites introduces a range of potential safeguarding risks to these groups. Most children, young people and adults use the internet positively, but sometimes they and others may behave in ways that pose a risk. Potential risks can include, but are not limited to:

- Online bullying
- Grooming, exploitation or stalking
- Exposure to inappropriate material or hateful language
- The vulnerable person giving away personal details, which can be used to locate them, harass them or steal their identity
- Coercion into illegal activity, such as distributing illegal content or hate crime
- Indoctrination into ideations and encouraged into terrorist activities
- Encouraging violent behaviour, self-harm or risk taking

People's wellbeing not being promoted, as their views, wishes, feelings and beliefs are not taken into account. In order to mitigate these risks there are steps you can take to promote safety online.

- Don't target/or engage with children who are likely to be under the minimum requirement age for the social networking service that you are promoting. This is usually 13 years, but can vary by platform so check the T&Cs of that site.
- Don't accept 'friend' requests from anyone you suspect to be underage.
- Avoid collecting, and don't ask users to divulge any personal details, including: home and email addresses, school information, home or mobile numbers.
- You should not use any information in an attempt to locate and or meet a child, young person or vulnerable adult that is not directly to do with work.

6. Engagement

The CCG operates user accounts that are used to promote engagement activity in local community groups and on community boards/ pages. These user accounts will be managed and operated in accordance with the steps covered in this Social Media Acceptable Statement and those covered in the [NHS Digital Guidelines](#).