

Social Networking Policy and Procedure

Procedures

1. Healthwatch Derbyshire's (HWD) online presence

Healthwatch Derbyshire will ensure:-

- 1.1 Its online presence does not breach confidentiality or equal opportunities requirements and that HWD's good reputation is maintained
- 1.2 Appropriate privacy settings are in place
- 1.3 Photographs are only uploaded with the consent of all those pictured, where it would be reasonably expected to do so
- 1.4 Regular checks that the social media content is appropriate and up to date are undertaken by the communication officer on a regular basis
- 1.5 The HWD corporate identity is used correctly and identifies the site by the appropriate name and branding
- 1.6 Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel and follow the organisation's complaints procedure.

2. Directors and staff

- 2.1 Directors and staff ensure that they do not breach the confidentiality or dignity of colleagues or volunteers, or compromise the HWD reputation in their personal blogs or on social networking accounts
- 2.2 Directors and staff are encouraged to promote and celebrate the HWD's successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect as above
- 2.3 Staff should not engage in personal social networking activities during work hours
- 2.4 HWD staff will not add any current volunteer(s), or service users they engage with during the course of their work, as a Facebook friend; in order to maintain the appropriate service boundaries. Volunteers and service users may follow HWD fan pages or Twitter accounts and share messages from them
- 2.5 Current staff and directors may follow HWD fan pages or Twitter accounts and share them
- 2.6 Breaches of confidentiality or equal opportunity and diversity policies are treated seriously, and maybe addressed through the organisation's disciplinary procedures

- 2.7 Directors and staff will not use the HWD logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific HWD promotional material as approved by HWD
- 2.8 New directors and staff must receive this policy as part of their induction into HWD.

3. Volunteers

- 3.1 Volunteers ensure that they do not breach the confidentiality or dignity of colleagues or other volunteers if they discuss HWD in their personal blogs or on social networking accounts
- 3.2 Volunteers are encouraged to promote and celebrate HWD's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above
- 3.3 Volunteers will not use the HWD logo or corporate identity materials on personal websites, blogs or social networking accounts
- 3.4 Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the organisation
- 3.5 New volunteers receive this policy as part of their induction into Healthwatch.

4. Previous links on social networks

- 4.1 HWD recognises that in the community it serves, volunteers, directors and staff may have been friends or acquaintances prior to their involvement with HWD. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of HWD and the confidentiality of those we work with
- 4.2 Where volunteers, directors and staff have existing Facebook/social networking friendships these may be maintained, but they should not at any time discuss or share any operational or confidential matters on the network.

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Signature of Chair:



Date of review: August 2023

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