

Social Media



Do's and Don'ts

- ✓ Adhere to the professional code of conduct
- ✓ Presume that anything you post can be read by anyone, anywhere in the world. Even if you have set your privacy settings to the maximum, that will not prevent one of your friends/followers from retweeting or posting your content. You can never totally delete something from the internet - once you have posted it, it is potentially out there forever (e.g. reproduced on someone else's blog).

Please consider:

- Before posting images or joining any campaigns/causes, be aware that it is not just your friends who may see this, but also patients, colleagues, managers and prospective employers.
- If, after careful consideration you decide to post comments relating to your work in any way, you should make it clear that the comments expressed are your own and not those of your employer.

- × Do not reveal personal details such as your date of birth or contact details. Disclosing this information could put you at risk of identity fraud.
- × It has been known for NHS staff occasionally to have to take out restraining orders on obsessive patients – so if you have any concerns, do not put yourself on a public social media site without taking adequate privacy precautions.
- × Don't post anything that may reflect badly on your professionalism or the Trust.
- × Don't make post information, images or make comments that are:
 - speculative, derogatory, discriminatory, could bring the Trust into disrepute; could impact negatively on the Trust's reputation; could cause embarrassment to the Trust, staff, patients or the public
 - sensitive or contain confidential information (e.g. any personal information about patients or staff, or any confidential corporate information. Only those who have given consent to share images or information can be featured in posts, and only then if you know they have capacity to agree to the terms of sharing their image / information. This information, consent and the right to withdrawal consent must be managed and processed in accordance with current Data Protection Legislation
 - about patients or other staff which could cause offence, even if their names are not mentioned.
 - contain images that are discriminatory or could amount to bullying or harassment.
 - recognisable signs or pictures relating to the Trust, or any pictures of staff or patients without their explicit, fully-informed consent.
 - about a work-related grievance. Staff are reminded that any grievance should be raised using the Grievance Policy and Procedure.
 - a breach of copyright or intellectual property rights