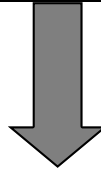
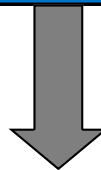


Process for requesting a service/department social media account

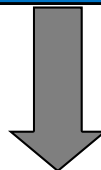
To enable the Communications Team to consider a request, a six week trial will be undertaken where the requesting department will be asked to submit proposed content through the Trust's Corporate Account.



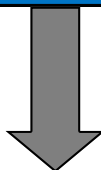
Following the six week trial, if the Communications Team agree in principle that there is a requirement for a separate account, the person proposing the introduction of the social media account (the named individual) must submit to the Communications Team a formal written plan detailing the reason and need for this project, the methods which will be used to manage the site, how the security of the site will be maintained and the expected life span of the site. This plan must also include a Privacy Impact Assessment.



These documents will be reviewed and retained by the Communications Team and only after receipt of their approval can the site or page be created.



The Communications Team will support areas in the setting up of official Trust social media accounts to ensure consistency in messaging and branding. All passwords and login must be provided to the Communications Team and kept on a central log.



When the need for a Trust approved social media site or page no longer exists, for instance following the closure of a service or initiative, the site must be removed from publication and the Communications Team must be informed.