

## **USING SOCIAL MEDIA FOR WORK, EDUCATION AND DEVELOPMENT**

**This document sets out how staff may use their individual social media profiles in a professional capacity.**

### **Using social media at work**

There are a large range of social media platforms available which staff may already use in their own time, using their own computers and smartphones. In addition to personal use, for many, social media can be a useful channel for professional communication, learning and gaining a work profile.

Oxford Health NHS Foundation Trust understands the value social media platforms can bring to colleagues. This policy documents that every staff member has permission to use social media at work for a specific work purpose. It sets out our expectations of you when you do so and what you can expect from us.

Please remember that whenever or however you may be using these sites, as Oxford Health NHS Foundation Trust employees, you are encouraged to maintain standards of professionalism and may be held to account for any inflammatory, derogatory, slanderous or abusive statements. Just as the trust does not tolerate bullying and harassment in real life, we will not tolerate it online.

It is important that you do not give the impression that your comments represent the views of Oxford Health NHS Foundation Trust unless specifically authorised.

Individual employees are not permitted to set up accounts on behalf of a service or the trust. Official service or trust accounts are authorised and managed by the Communications and Engagement Team.

Colleagues should note the requirements of the [Integrated Information Governance Policy \(CORP 19\) and Code of Conduct \(CORP 13\)](#) and be aware that breaches of these policies could amount to misconduct.

### **Accessing social media**

At Oxford Health NHS Foundation Trust we allow all staff access to social media platforms for a specific work purpose. Staff should be aware that as part of this access the IT team has the ability to monitor how long and when staff use social media websites. Your posts can be viewed by colleagues and managers. At times, IT may need to limit access to these and other sites, for example when demand on our

network rises to levels that could affect patient care.

Guidance on overcoming technical barriers to accessing the internet and social media is covered in the government's [social media guidance for civil servants](#).

You should use social media websites to benefit your role within Oxford Health NHS Foundation Trust. If you have any concerns, please seek clarification with your line manager.

If you would like support to use social media as part of your role the Communications and Engagement Team can offer help and guidance. Email [communications.team@oxfordhealth.nhs.uk](mailto:communications.team@oxfordhealth.nhs.uk) or call 01865 902068.

### **Social media during a crisis**

If there is a crisis that affects our NHS services, we will provide the latest NHS information we have to our followers using official trust accounts. We will also repost information from other official sources. During an emergency we ask you to share our posts to ensure proper and correct information is promoted.

### **Social media guidance from your professional body**

Ensure you read, and work within, the social media guidance of your professional body.

Broadly, guidance across all professions states:

- professional or personal use of social media by clinical staff is not banned by any of their professional bodies
- caution in using social media professionally is advised particularly around:
  - patient confidentiality
  - maintaining appropriate relationships with patients
  - upholding the profession's values
  - caution should be taken to avoid making any potentially libelous statements about others.

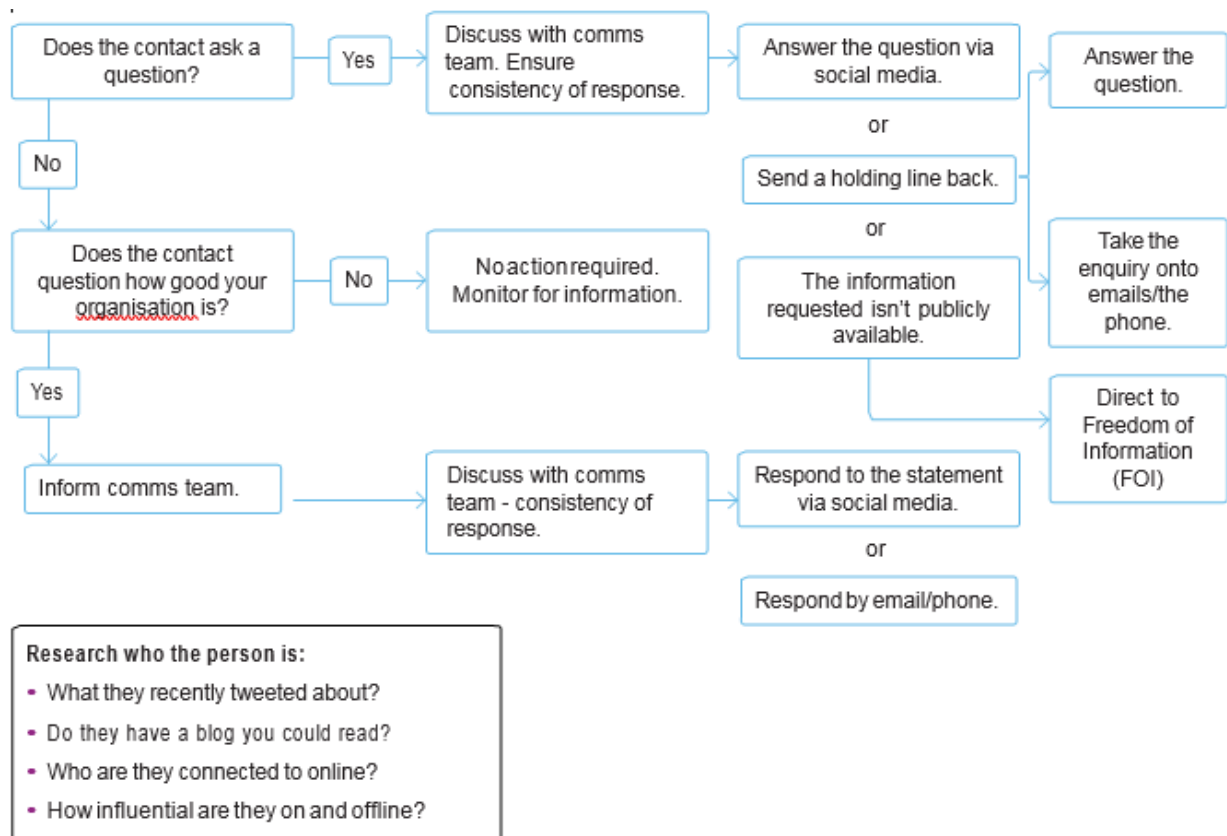
The trust's Code of Conduct (Corp 13) states: "Socialising outside the therapeutic relationship will constitute a breach of the professional and personal boundary. This includes befriending service users on a social networking website."

### **What to do if asked a question by a member of the media**

The Communications and Engagement Team responds to media enquiries on behalf of the organisation. If you are approached by a member of the press on social media instruct them to make their enquiry to the Communications and Engagement Team vic [communications.team@oxfordhealth.nhs.uk](mailto:communications.team@oxfordhealth.nhs.uk). You should also inform the [Communications and Engagement Team](#). The team email box is monitored Monday to Friday 9am to 5pm.

### What to do if asked a question by the public

You answer questions from the public in your professional role every day. Apply your real-life experience to social media remembering social media is a public space. Is the information public available? Is it something you would say in a packed canteen?



(Graphic - NHS Employers)

### Compliments and complaints

If you receive a compliment on social media thank them for their feedback and let them know you will share it with the team/individual. Ask the person if they would like to share it on patient feedback forum [I Want Great Care](http://www.iwantgreatcare.org/trusts/oxford-health-nhs-foundation-trust). If you insert the web address [www.iwantgreatcare.org/trusts/oxford-health-nhs-foundation-trust](http://www.iwantgreatcare.org/trusts/oxford-health-nhs-foundation-trust) into the post it will create a link to the page. Take a screenshot of the original message and share with [PALS](#).

If you receive a complaint on social media listen to the person's feeling and direct the complainant to the trust's Patient Liaison and Advice Service. Insert the web address [www.oxfordhealth.nhs.uk/support-advice/pals/compliments](http://www.oxfordhealth.nhs.uk/support-advice/pals/compliments) into the post and it will create a link to the webpage. Take a screenshot of the message and inform [PALS](#) and the [Communications and Engagement Team](#).

### **A word about copyright**

Creative content such as photographs, videos, music and poems is the intellectual property of the person who created it. Share and credit. Do not copy and pass off as your original content.

### **Follow Oxford Health NHS Foundation Trust on social media**

Twitter @OxfordHealthNHS

Facebook @oxfordhealthnhs

Instagram @oxford\_healthnhs

Linked In

YouTube OxfordHealth