

Guidelines

Using Healthwatch Hertfordshire's social media channels – appropriate conduct

1. The Communications Team is responsible for setting up and managing Healthwatch Hertfordshire's social media channels.
2. Be an ambassador for our brand. Staff and Trustees should ensure they reflect Healthwatch Hertfordshire values in what they post.
3. Always pause and think before posting.
4. Make sure that all social media content has a purpose and a benefit for Healthwatch Hertfordshire and accurately reflects Healthwatch Hertfordshire's agreed position.
5. Take care with the presentation of content. Check for typos, misspellings or grammatical errors. Also check the quality and appropriateness of images.
6. If staff and Trustees wish to create content for social media that specifically relates to Healthwatch Hertfordshire or use our logo, they should speak to the Communications Team about this. (Staff and trustees are encouraged to share our social media content where appropriate, if they wish and do not need to consult with the Communications Team before doing so.)
7. Always check facts. Staff and Trustees should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.
8. Staff and Trustees should refrain from offering personal opinions via Healthwatch Hertfordshire's social media accounts. If you are in doubt about Healthwatch Hertfordshire's position on a particular issue, please speak to the Communications Team.
9. Ensure relevant rights for usage are obtained before publishing material.
10. Healthwatch Hertfordshire is an independent organisation and is not part of the NHS or the council. Similarly it is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties.
11. If a complaint is made on Healthwatch Hertfordshire's social media channels, staff should notify the Communications Team who will formulate an appropriate response in accordance with the organisational complaints policy.
12. Sometimes issues can arise on social media which can escalate quickly. Any issues relating to NHS or Social care performance need sensitively handling and are not usually appropriate for social media. Decisions on such matters will rest with the Deputy chief executive

Use of personal social media accounts — appropriate conduct

This guidance does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise.

1. Use common sense and good judgement. Be aware of your association with Healthwatch Hertfordshire and ensure your profile and related content is consistent with how you wish to present yourself.
2. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be public for a long time, so do consider the content carefully.
3. Think about your reputation as well as our organisation. Express your opinions and deal with differences of opinion respectfully.
4. Use common sense and good judgement. Be aware of your association with Healthwatch Hertfordshire and ensure your profile and related content is consistent with how you wish to present yourself.
5. Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be public for a long time, so do consider the content carefully.