

# Healthwatch Cambridgeshire and Peterborough Online Engagement Policy

## 1. The purpose of the online engagement policy

This policy outlines how Healthwatch Cambridgeshire and Peterborough will use its websites and social media sites to engage local stakeholders in its work.

Healthwatch Cambridgeshire and Peterborough defines online engagement as any individual interaction with its websites, or with content it posts on social media sites.

It is important that Healthwatch Cambridgeshire and Peterborough manages how it communicates with people online to build its brand identity, reputation and manage any risks.

## 2. How online engagement will be undertaken

Online engagement tools will be used with a clear purpose to target specific stakeholder groups with clear, consistent messages in line with the Strategic Plan and the Communications Plan.

All online engagement will be undertaken in line with the agreed policies and procedures of the organisation.

The objectives of online engagement include:

- Reaching more people with Healthwatch Cambridgeshire and Peterborough's messages, and encouraging use of the resources that will be hosted on Healthwatch Cambridgeshire and Peterborough websites.
- Picking up intelligence and trends to help Healthwatch understand how people experience health and care in Cambridgeshire and Peterborough, and nationally.
- Encouraging local people to tell Healthwatch about their experiences.
- Encouraging local organisations to help promote Healthwatch and get involved with our work.
- Letting stakeholders know about health and social care consultations and other opportunities to share experiences of health and care.

- Providing information to help people make informed choices about their health and care services. This may include promoting key public health messages, for example #choosewell.
- Letting people know where Healthwatch has made a difference.

### **3. Setting up organisational social media profiles**

Healthwatch Cambridgeshire and Peterborough will use a range of social media platforms to communicate with different groups in the community.

Different social media sites have different core user profiles. Healthwatch Cambridgeshire and Peterborough will target content to ensure messages are clear, consistent, relevant and timely to the audiences that use those sites.

Healthwatch Cambridgeshire and Peterborough will monitor the social media tools that are most effective at engaging with different sections of the population and develop and maintain profiles to meet the strategic aims of the organisation.

New social media accounts can be set up, or ineffective social media accounts can be closed with the agreement of the Communications Manager and the Chief Executive.

All organisational Healthwatch Cambridgeshire and Peterborough social media profiles will be set up in accordance with Healthwatch branding guidelines and license agreement.

### **4. Administration of organisational social media profiles**

Primary organisational social media accounts will be maintained by the Communications Team who will act as moderators. Only authorised personnel may post on organisational social media accounts.

#### **Moderators**

Moderator 1: Angie Ridley, Communications Manager  
[angie.ridley@healthwatchcambspboro.co.uk](mailto:angie.ridley@healthwatchcambspboro.co.uk)

Moderator 2: James Saunders, Communications Officer,  
[james.saunders@healthwatchcambspboro.co.uk](mailto:james.saunders@healthwatchcambspboro.co.uk)

Moderator 3: Sandie Smith, Chief Executive Officer  
[sandie.smith@healthwatchcambspboro.co.uk](mailto:sandie.smith@healthwatchcambspboro.co.uk)

Staff may be additionally authorised to post by two of the moderators.

Login credentials for social media channels must be kept securely yet shared somewhere central.

### **Managing user content**

Individuals will be encouraged to feedback experiences or share personal details in confidence via private messaging systems or email / website / phone, not in a public forum.

Moderators must act promptly as soon as a known issue with the content is brought to their attention, for example abusive content or content that contains personal information.

Where social media users post offensive comments or materials or defamatory material, this should be dealt with in accordance with the site/tool specific guidelines for reporting abuse.

For the purposes of moderation, Healthwatch will operate the following terms or service: An individual's comment will be deleted, or the individual may be blocked from accessing the page if what they post is deemed to be under the following:

- Using the site/tool for personal gain or to solicit business for personal gain;
- Posting materials that might be considered inappropriate or offensive;
- Behaving in a manner which is considered to be inappropriate or offensive;
- Using the page/tool to bully other users;
- Posting materials considered to be defamatory or to the detriment of the organisation and/or the public perception of the organisation; and
- Posts personal details, such as address or location.

Crimes committed against someone because of their disability, gender-identity, race, religion or belief, or sexual orientation are hate crimes and **will** be reported to the police **by the CEO**.

Where social media users post comments or materials that may be considered a hate crime, these will be reported to the police after consultation with the Chief Executive, Chair or other Director in their absence.

## **5. Staff work based personal social media profiles**

Healthwatch Cambridgeshire and Peterborough staff are encouraged to set up and maintain their own work based social media accounts to support online engagement, for example, on Twitter and Facebook.

Staff social media profiles should use work-based contact details, e.g. work website, phone number and email. This should be separate to any personal social media profile. Any work based social media accounts to be archived when a person leaves the organisation.

Staff work social media profiles should be logged with the Healthwatch Communications team.

Social media profile introductions should explicitly state the persons role in Healthwatch and that any opinions posted are those of the individual.

Staff must not use private social media profiles to undertake core Healthwatch work activities. However, staff are welcome to share Healthwatch content and key messages on their own profiles but must encourage any contact through the Healthwatch office.

Staff must be aware of how they and the organisation may be seen by stakeholders. Staff may be considered to be speaking in an official capacity, even if they are not, for example on personal social media accounts.

Staff are responsible for any content they publish online and must act within the policies and procedures of Healthwatch at all times, even when publishing publicly on their personal social media profiles.

If the media contacts individual staff members via social media, it should go through to the Communications Manager or Chief Executive as all other media requests do.

**Approved by Healthwatch Cambridgeshire and Peterborough Board of Directors**

Date: 14 March 2018

**Next Review**

Date: March 2019

**Responsible Officer**

Chief Executive Officer of Healthwatch Cambridgeshire and Peterborough

## Appendix 1: Risk Assessment for online engagement

Risk	Who could be harmed	Level of risk to person	How to manage
Hate crime	Any member of the public or staff	high	Moderation of social media sites by staff following Healthwatch guidance.
Cyber bullying	Any member of the public or staff	High	Moderation of social media sites by staff following Healthwatch guidance.
Grooming	Child or adult with need for care and support	High	Up to date adult and child safeguarding training for all staff. Additional training for moderator staff.
Distress though receipt of abusive messages or other content	Employees or individuals posting content on Healthwatch pages	Medium	Clear moderation guidance in place for dealing with difficult messages. Line management and peer support.
Damage to the reputation of Healthwatch Cambridgeshire and Peterborough	Healthwatch both local and national	Medium	Through clear policy documents, guidance to staff on managing social media accounts, and moderation of primary accounts through small core team.