

Healthwatch Cambridgeshire: On-line Engagement Policy

1. The purpose of on-line engagement

Healthwatch Cambridgeshire will use online engagement to help it promote its core functions to local stakeholders and involve people in its work, in line with the Strategic Plan and Communications Plan. Online engagement is defined as the Healthwatch Cambridgeshire website and Healthwatch Cambridgeshire social media profiles.

Online engagement tools will be used with a clear purpose to target specific stakeholder groups. The objectives of online engagement include:

- Reaching more people with Healthwatch Cambridgeshire's messages, and encouraging use of the resources that will be hosted on the Healthwatch Cambridgeshire site.
- Picking up intelligence and trends to help Healthwatch understand how people experience health and care in Cambridgeshire, and nationally.
- Encouraging local people to tell Healthwatch about their experiences, and local organisations to help promote us 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.

Many people in Cambridgeshire actively use online resources, including social media. It is important that Healthwatch Cambridgeshire has a presence in places where people share their experiences.

2. Social Media

Healthwatch Cambridgeshire will use a range of social media outlets to communicate our core messages and engage with individuals and organisations about health and social care.

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

Facebook is a social network that people already use. They understand how it works and use it more frequently than other methods of communication. By having a presence on this social network we are increasing the access people have to the Healthwatch Cambridgeshire website. Through Facebook we are able to increase the profile of Healthwatch Cambridgeshire by communicating consultations and other projects and regular reminders of these through this site. We are also able to use Facebook to start conversations and debates.

Twitter is a micro blogging social media tool which is excellent for promoting short impactful messages and engaging with other organisations including commissioners, providers, voluntary and community sector organisations, the local media as well as local individuals. It is an effective tool for monitoring grass roots thinking and demonstrates that we are aware of this information.

Pinterest is a visual social media tool which could be effective for helping people find information about the different local services available.

Streetlife is a local social network which encourages conversations around the local area. For practical purposes it is limited as it only covers a small geographical reach around Huntingdon, but future site developments may make it more widely useful

Healthwatch Cambridgeshire will monitor the social media outlets that are most effective at engaging with different sections of the population and develop and maintain profiles as appropriate.

New social media accounts can be set up, or ineffective social media accounts can be closed down, with the agreement of two of the HWC moderators (see section 4).

All user profiles will be set up in accordance with Healthwatch branding guidelines.

3. Risk Assessment

As there are risks off-line there are also risks on-line too. These can be summarised in to the following main areas

- cyber bullying
- "grooming" of children by adults
- inappropriate access to, and use of, personal data

There are also risks to ourselves (as Healthwatch Cambridgeshire employees), including:

- personal risk to employees through inadvertently inappropriate use
- damage to the reputation of Healthwatch Cambridgeshire

4. Moderation and Administration Policy

The moderator will at all times, act in the best interest of the organisation, to ensure that any content published via this channel, is not deemed to be offensive or to the detriment of the authority.

The moderator will ensure the login credentials for the channel(s) are kept securely, yet shared somewhere central, in the event that urgent action might be required.

Where visitors/users of the given site/tool submit offensive or defamatory material, this should be dealt with in accordance with the site/tool specific guidelines for reporting abuse.

Moderators must act promptly and without hesitation, as soon as a known issue with the content is brought to their attention. Moderators will take decisive action to remove the offending post/comment and/or block/remove the associated user, to prohibit further instances of misuse.

HWC moderators are:

Moderator 1: Angie Ridley, email:
angie.ridley@healthwatchcambridgeshire.co.uk

Moderator 2: Ana Rita Nunes, email:
ana-rita.nunes@healthwatchcambridgeshire.co.uk

Moderator 3: Sandie Smith, email:
sandie.smith@healthwatchcambridgeshire.co.uk

Arrangements will be made to identify an alternative individual to the primary moderator, during periods of absence and a handover plan put in place, where the primary moderator is known to be leaving the service/organisation.

All moderators will create Facebook profiles specifically for their role as a moderator. This will mean they will log in with their Healthwatch Cambridgeshire email address and have a designated profile. This will mean a worker should never accidentally post on this page with a personal Facebook profile.

5. Escalation and Consultancy

Where issues cannot be resolved through the standard mechanism of community policing (i.e. the community moderates itself) or moderator intervention, issues should be appropriately raised to the Chief Executive Officer for decision.

6. Terms of Service

For the purposes of moderation we will operate the following terms or service:

An individual's comment will be deleted or the individual will 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.

Approved by Healthwatch Cambridgeshire Board of Directors

Date: 20 January 2016

Next Review

Date: January 2017

Responsible Officer

Chief Executive Officer of Healthwatch Cambridgeshire