Healthwatch Cambridgeshire and Peterborough Social Media Policy

1. The purpose of the social media policy

This policy outlines how Healthwatch Cambridgeshire and Peterborough will use social media platforms to help it achieve its buwsiness objectives and outlines guidance for staff on their use of social media.

Social media is increasingly important as a means of communicating and interacting online and as a source of peer recommendation (Chaffey, D. and Ellis-Chadwick, F. 2019)[1].

More than 91% of local adults are digitally connected, mostly via mobile phone, providing Healthwatch Cambridgeshire and Peterborough with an opportunity to enhance access to its services through delivering information and advice via online content, and gather people's experiences of services. Access is highest amongst younger adults (99% for those aged 16 to 44 years), but down to 47% for those aged over 75. Healthwatch Cambridgeshire and Peterborough is mindful that disabled people are less likely to be digitally connected.

66% of UK residents aged 18 to 64 use social media for an average of 1 hour and 24 minutes a day, with most accessing this via mobile device (We Are Social, 2020)[2]. Research also shows that 68% of women and 59% of men search for health-related information online (Office for National Statistics, 2019)[3].

It is important that Healthwatch Cambridgeshire and Peterborough manages its social media presence, so that it can engage with stakeholders on the platforms they use, promote the organisation and manage any risks.

2. Definition of Social Media

Social media relates to software applications or webservices created to enable community interactions that allow platform users to share user-generated content in real time and interact with other users' content. Typically, this includes words and emoticons, images, videos and hyperlinks, but also includes video calls and chat functions.

There are hundreds of different platforms including networking sites, social review sites, image / video sharing sites, blogging and discussion sites. Different platforms have different community settings and capabilities, including video chat, groups, pages, messaging services and file share systems, and can be used for both internal and external business activities. The most recognised are YouTube, Facebook, Instagram, Twitter, LinkedIn and Pinterest. However, web conferencing software such as Zoom, Teams and Skype are all social media applications.

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[1] Chaffey, D. and Ellis-Chadwick, F. (2019) Digital marketing: strategy, implementation and practice. 7th edition, Pearson Education Ltd.

[2] We are social (2020) *Digital in 2020,* [Online] https://wearesocial.com/uk/digital-2020-uk Accessed 15 April 2020

[3] Office for National Statistics (2019b) *Internet access – households and individuals, Great Britain: 2019,* [Online] www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2019 Accessed 9 May 2020

3. Purpose of using social media platforms

Social media platforms 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 and Engagement Strategy.

Social media tools will be used as part of the marketing mix to target, engage, convert and retain stakeholder involvement in Healthwatch Cambridgeshire and Peterborough (Appendix 1). This includes:

- Listening to people, providing information and advice resources and delivering Healthwatch services to digitally connected people
- Targeting specific stakeholder groups to engage in Healthwatch activities
- Increasing the number of health and social care experiences shared
- Increasing the number of people who access the information service
- Social listening to pick up intelligence and trend
- Promoting internal and external opportunities for people to get involved or have a say on health and care services
- Providing information to help people make informed choices about their health and care services
- Curating content from trusted sources
- Letting people know where Healthwatch Cambridgeshire and Peterborough has made a difference
- Directly delivering Healthwatch Cambridgeshire and Peterborough services.

4. Managing organisational social media profiles

Healthwatch branded social media profiles used for social networking activities, will be managed by the Communications Team. This includes Facebook, LinkedIn, Twitter, Instagram and their associated messaging applications.

All social media activities will be undertaken in line with the agreed policies and procedures of the organisation and agreed protocols followed for managing or attending virtual meetings.

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

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

Only authorised personnel may post on organisational social media accounts. Staff may be additionally authorised to post by one of the Moderators.

Moderators for networking profiles

Moderator 1: Communications Manager

Moderator 2: Communications Officer

Moderator 3: Chief Executive Officer

Other social media profiles, such as Text Messaging applications, will be managed in conjunction with the Office Manager or other designated team members.

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

A list will be kept of all social media accounts and login details and these must be stored securely. Log in details must updated once every three months, or sooner if a security breach is suspected. Passwords must be secure.

Healthwatch Cambridgeshire and Peterborough must ensure it has the appropriate copyright permission to post images, music, video or other content, and credit this where it is necessary to do so.

Healthwatch Cambridgeshire and Peterborough must ensure that it has appropriate GDPR compliant video and photo consent of all subjects in content posted to its social media profiles.

5. 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 Cambridgeshire and Peterborough will operate the following terms or service. An individual's comment will be deleted, and the individual may be blocked if they are:

- Using the platform for personal gain or to solicit business for personal gain
- Posting materials that might be considered inappropriate or offensive, or considered to be defamatory or other people's personal details, such as address or location
- Behaving in a manner which could be viewed as inappropriate or offensive
- Using the platform to bully other users.

Healthwatch Cambridgeshire and Peterborough must ensure that the appropriate security settings are used on social media applications to ensure that the activity is secure and protect users against intrusions, such as protecting against 'zoom-bombing'.

Healthwatch Cambridgeshire and Peterborough should notify platform users if they are being videoed, how the video will be stored and used, for example using video conferencing software or platform functions such as 'Facebook live'.

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

Healthwatch Cambridgeshire and Peterborough will undertake a risk assessment for all social media activities and ensure it puts the appropriate mitigations in place to protect all stakeholder groups. These will be managed as part of the organisation's risk register.

6. Staff use of social media profiles

Healthwatch Cambridgeshire and Peterborough staff are encouraged to set up and maintain their own work based social media accounts to help them interact with different stakeholder groups for their personal development, to help them deliver their workplan and to help achieve the organisation's strategic objectives.

Training and support on the use of social media will be available, supported by the Healthwatch Cambridgeshire and Peterborough communications team, including guidance on which platform is most appropriate for each stakeholder group (Appendix 2).

Staff work-based social media profiles should use work-based contact details, e.g. work websites, phone numbers and email addresses. This should be separate to any personal social media profile, except for LinkedIn which is a personal profile.

Staff should notify the communications team of any social media profiles they create for work purposes. These must be public profiles and may be monitored by Healthwatch Cambridgeshire and Peterborough.

Staff social media profile introductions should explicitly state the person's role in Healthwatch and that any opinions posted are those of the individual.

Staff are responsible for any content they publish online and must always act within the policies and procedures of Healthwatch Cambridgeshire and Peterborough, even when publishing publicly on their personal social media profiles. Staff must be mindful not post or share messages on their personal or work based social media accounts that do not represent the organisation's values or that may compromise its political neutrality. Misuse of social media platforms will be managed as part of the disciplinary procedure.

Staff should be aware of the potential risks of using social media, such as platform security breaches, reputational damage and cyber bullying, and ensure they manage their accounts in a way that mitigates these risks. Staff should ensure that any content they share is accurate and from a reputed source.

Staff should be aware that external stakeholders may consider them to be speaking in an official capacity, even if they are not, for example on personal social media accounts.

If the media contacts individual staff members via social media, they should be referred through to the Communications Manager or Chief Executive in line with the Media Policy.

Staff should not use personal social media profiles to undertake core Healthwatch Cambridgeshire and Peterborough work activities. However, staff are welcome to share Healthwatch content and key messages on their own profiles but must encourage any contact through Healthwatch accounts to safeguard platform users.

Approved by Healthwatch Cambridgeshire and Peterborough Board of Directors

Date: September 2020

Next Review

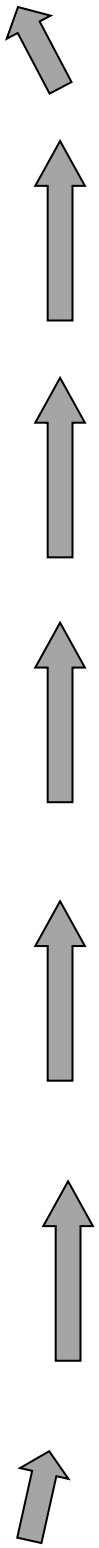
Date:

Responsible Officer

Chief Executive Officer of Healthwatch Cambridgeshire and Peterborough

Appendix 1: How Healthwatch Cambridgeshire and Peterborough will use organisational social media platforms to support the achievements of its business objectives.

Target	• **Amplify Healthwatch's reach** by encouraging stakeholders to engage with social media content and share it through their networks. • **Targeted posts within platforms** to encourage sharing with their audiences. • **Targeted advertising** within platforms	
Engage and retain	• **Share updates on project activities** to demonstrate purpose and impacts of the organisation. And to help build the relationship between our stakeholders and the organisation, both within the platform and encouraging a click through to one of the organisations websites to access reports, blogs / vlogs, or news articles. • **Listen to what people are saying about** Healthwatch Cambridgeshire and Healthwatch Peterborough and respond to questions within channel and via direct messaging systems.	Awareness and opportunities to influence
	• **Encourage people to share their experiences of using health or social care services** – ask for feedback with link to webform and other contact options including phone number and text number. • **Provision of information services** – inform the public of changes to health and care services – both within social media as well as encouraging click through to information articles on the website. • **Promotion of Healthwatch events and project participation opportunities** – using tools within platforms and click though to websites.	Promotion of / delivery of Healthwatch services
	• **Share useful information from trusted sources –** this includes changes to services, public health messages and related resources. This relates to the information service function of the Healthwatch. • **Share opportunities for the public to influence health and social care services** – this includes research, becoming a patient representative, stakeholders' surveys, and events. This is related to patient and service user feedback / engagement function of Healthwatch.	External organisational stakeholders – curated from trusted sources only
Action / convert	• **Attend a Healthwatch physical or online event** • **Access information service –** people can access this via direct messaging, phone, text, or email or clicking through to an advice article on one of the organisation's websites • **Contact Healthwatch to share a health or care experiences** • **Contact Healthwatch to apply for volunteer role / job or other promoted activity**	



Encourage sharing and repeat interaction

Appendix 2: Guidance on core social media networking platforms

The communications team can offer one to one guidance for any team member to support their use of social media to support their work-based activities. Staff are also encouraged to seek training from external providers to enhance their skills.

Different platforms have different functionalities and can work best for different stakeholder groups. Here we have outlined the primary platforms used and a few basics.

Be aware of platform users' conversations developing from your posts that can become personal or political attacks on an individual or the organisation. Do notify the Communications Team if this occurs and seek advice on how to manage.

Twitter

- Anyone over the age of 13 can have a Twitter account. We have found it most useful for engaging with health and care organisations, professionals and activated patients.
- People often use Twitter as a public route to getting customer service, so be aware of people potentially raising issues here. Do refer these to the Communications Team or seek advice on how to manage.
- Tag @HW_CambsPboro if you want the organisation to RT
- If you include a picture in your Tweet it is more likely to be RT. Links from the organisation's own websites will automatically pull through an image from the website.
- Use of hashtags can help you link into wider audience groups or a specific conversation.

Facebook

- Anyone over the age of 13 can have a Facebook account. We have found it most effective for engaging with people aged 35+, although the largest growing user group on Facebook is people aged 65+.
- Primarily used to target patients, service users and community groups – 77% of social media users have a Facebook account.
- Use of Facebook stories increases engagement.
- Using pictures increases the chance of your post being shared. Links from the organisation's own website will automatically pull through an image from the website.
- Facebook groups will be utilised to reach into local communities and target condition specific/hard to reach groups.

Instagram

- Anyone over the age of 13 can have an Instagram account. It is particularly popular amongst people aged 18 – 35 years.
- It's a video and image sharing platform – URLs will not work in your post. Instead, encourage people to message below or click the link in your bio.
- It's all about the hashtags – people follow hashtags, so use these to increase the number of people who see your posts.
- Use of Instagram stories increases engagement. Linking Instagram and Facebook, means you can post your Instagram story to Facebook.

LinkedIn

- Anyone over the age of 16 can have a LinkedIn account. We have found this best for engaging with individual professionals within heath, social care, voluntary, community and other appropriate sectors.
- Most effective engagement here is person to person. Ask questions or comment and tag people, inviting them to respond.
- Staff are actively encouraged to talk about their work and build their professional networks online, tagging Healthwatch Cambridgeshire and Peterborough's account where appropriate.
- LinkedIn users want to be informed not entertained. Share your professional knowledge and learn from others.

Social media platforms evolve quickly – do talk to the Communications Team about which platform is the best for talking to the group you want to engage with.