



Manchester Health & Care
Commissioning

A partnership between
Manchester City Council
and NHS Manchester CCG



MANCHESTER
CITY COUNCIL



Manchester
Clinical Commissioning Group

Policy document

MHCC Social Media Policy

Document Control Sheet

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<p>This document is to be read in conjunction with the following documents:</p> <p>MHCC's Media Policy</p> <p>Freedom to Speak Up Policy (including Whistleblowing)</p>			

Version Control

Version	Date	Brief description of change
1.0	19/09/18	Initial draft

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1.0	Policy Statement
1.1	Both NHS Manchester CCG and Manchester City Council employ a wide range of staff across Manchester's health and care system; this policy only applies to MCC and CCG employees who work within Manchester Health and Care Commissioning.
1.2	This policy has been produced in line with best-practice guidance in use by the NHS and Public Health England.
1.3	There is no restriction on any MHCC staff member with regards to the personal, private or professional use of social media of any type, so long as these guidelines are followed.
2.0	Introduction
2.1	Social media sites are more popular than ever, with more than half of the UK's population using them. There is no doubt that many MHCC staff are also active users of Facebook, Twitter, LinkedIn and many of the hundreds of other social media sites.
2.2	This policy is for MHCC staff using social media platforms (as defined in section 4, below) in a personal and/or professional capacity. The responsibilities of staff using social media, as well as acceptable and unacceptable behaviours, are set out.
2.3	The conduct of staff on social media is one of the three significant contributing factors to MHCC's social media and digital reputation (along with the behaviour of the organisation and the stated views of the public in reference to the organisation's work).
2.4	In order for MHCC to maintain a good social media and digital reputation it is critical that staff act appropriately in their personal and/or professional social media use.
2.5	In addition to this Policy Manchester City Council employees must also adhere to the Council's Media Protocol.
3.0	Roles And Responsibilities
3.1	All MHCC staff who chose to use social media in a personal and/or professional capacity must act in accordance with this policy and their own professional standards and codes of conduct.
3.2	The Communications team is responsible for maintaining this policy.

3.3	Human Resources are responsible for responding to any disciplinary issues arising from staff conduct that breaches these guidelines.
3.4	Council employees must also abide by the Council's Social Media Policy and is not covered here.
4.0	Definitions of Social Media
4.1	There are hundreds of individual websites that fall within the definition of "social media" as applicable to this document, and the social media landscape is constantly changing as new sites rise to prominence and others progressively lose market share and influence.
4.2	For the purposes of this policy social media will be considered categorically, and the examples given below should not be considered exhaustive. New platforms that fall functionally within the categories given below will also fall under the definition of "social media" and this policy will remain applicable.
4.3	4.3 The categories of websites covered by this policy are: (a) Microblogging (eg Twitter) (b) Blogging (eg Wordpress, Tumblr) (c) Video sharing (eg YouTube, Vimeo) (d) Picture sharing (eg Flickr, Instagram) (e) Social bookmarking (eg Reddit, StumbleUpon, Pinterest) (f) Social sharing (eg Facebook, Google+) (g) Professional sharing (eg LinkedIn and Yammer)
5.0	Expectations for staff conduct on social media
5.1	Social media use by staff, either privately or professionally, is covered by the same principles as any other media. Social media is a public forum, and the same considerations should be applied to it as would be applied to speaking in public or writing something for publication either officially or outside of work.
5.2	Staff wishing to use social media in a professional context are welcome to do so. This may include corresponding with professional peers or colleagues, discussing issues relating to their professional field or participating in online communities of practice. However, good judgement should be exercised in doing so.

5.3	The conduct of MHCC staff on social media is a significant contributing factor to MHCC's social media and digital reputation. Staff using social media in either a personal or professional capacity should take care not to speak or act in a way that could reasonably be seen by their colleagues or by external stakeholders as deliberately or accidentally bringing MHCC into disrepute or otherwise damaging its reputation: this includes using social media to criticise, attack, undermine, embarrass or air grievances about MHCC, its positions, programmes, staff or leadership.
5.4	Staff using social media should take care to consider whether their activity could reveal confidential information or information the staff member holds in trust, even inadvertently.
5.5	Information on the internet, once posted, is very difficult to remove. Staff should consider the accuracy, sensitivity, implications and potential consequences of any post or other material before publishing or sharing it. If you are unsure, check with your line manager, the MHCC Communications team or the HR team.
6.0	Escalating issues to the communications team
6.1	Staff using social media in a personal or professional capacity may at times be approached by other users seeking official MHCC comment on issues or raising matters that it would be inappropriate for a staff member to answer. If this happens, they should not attempt to speak on MHCC's behalf and instead escalate the interaction to the MHCC Communications team.
6.2	Staff are not required to inform or escalate to the social media team any approach from other users asking questions about their work or expertise, and the potential range of such approaches is too broad and would involve too many exceptions to categorise easily. Instead, staff should apply good judgement when deciding whether an interaction needs to be dealt with in an official capacity.
6.3	The Communications team can be contacted by emailing communicationsmanchester@nhs.net

7.0	Branding
7.1	Staff MUST NOT use any MHCC branding on their personal and/or professional social media accounts or do anything that may imply or create a reasonable belief that they are an official spokesperson or otherwise acting in any official capacity for MHCC. Only official MHCC social media accounts (as created, operated or sanctioned by the MHCC Communications team) are permitted to carry MHCC branding.
7.2	For the purposes of this document, “branding” refers to: (a) the MHCC or NHS Manchester CCG logos. (b) use of “NHS Manchester CCG” or “MHCC” in usernames, handles, real names or other naming conventions on any social media site (c) any reference to an account officially representing MHCC in any capacity in any location on the account.
7.3	Staff MAY identify themselves as working for MHCC in any “about me” or other biographical information part of a social media platform. This may include their position and work unit, if they wish.
7.4	Staff members’ publically accessible social media accounts which include any reference to their employer must include a statement that the views expressed on the account are those of the account-holder and not the employer.
7.5	Certain staff members may, on occasion, be given special dispensation to apply MHCC branding to personal and/or professional social media accounts and use them for official MHCC business. This dispensation will be given by the Communications team after due consideration and consultation and based on operational need.