

## 31. HW Kingston Social Media Guidelines

### 1. Scope

This policy applies to

|             |   |
|-------------|---|
| Employees   | x |
| Contractors | x |
| Volunteers  | x |
| Partners    |   |
| Suppliers   |   |
| Consultants |   |

Unless otherwise stated, this policy and procedure is non-contractual, does not form part of any contract of employment, and may be adapted or amended at any time by the Board of Trustees.

### 2. Policy Statement

Healthwatch Kingston recognises that in the community it serves, volunteers, board members and employees may have been friends or acquaintances prior to their involvement with Healthwatch Kingston. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service boundaries and to protect the reputation of Healthwatch Kingston and the confidentiality of those we work with

### 3. Definitions

#### Healthwatch Kingston will ensure:

1. Its online presence does not breach confidentiality or equal opportunities requirements and that HW Kingston's good reputation is maintained
2. Appropriate privacy settings are in place
3. Photographs are only uploaded with the consent of all those pictured

4. Regular checks that the social media content is appropriate and up to date are undertaken by a designated board member
5. The Healthwatch Kingston corporate identity is used correctly and identifies the site by the appropriate name and branding
6. Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel and follow the organisation's complaints procedure.

### **Board members and employees**

1. Board members and employees will ensure that they do not breach the confidentiality or dignity of colleagues or volunteers, or compromise Healthwatch Kingston's reputation in their personal blogs or on social networking accounts.
2. Board members and employees are encouraged to promote and celebrate Healthwatch Kingston's successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect as above
3. Employees should not engage in personal social networking activities during work hours
4. Employees will not add any current volunteer, or service users they engage with during the course of their work, as a Facebook friend; in order to maintain the appropriate service boundaries. Volunteers and service users may follow Healthwatch Kingston fan pages or Twitter accounts and share messages from them
5. Breaches of confidentiality or equal opportunity and diversity policies are treated seriously, and may be addressed through the organisation's disciplinary procedures
12. Board members and employees will not use the Healthwatch Kingston logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific Healthwatch Kingston promotional material as approved by Healthwatch Kingston
13. New board members and employees must receive these guidelines as part of their induction into Healthwatch Kingston.

### **Volunteers**

1. Volunteers ensure that they do not breach the confidentiality or dignity of colleagues or other volunteers if they discuss Healthwatch Kingston in their personal blogs or on social networking accounts
2. Volunteers are encouraged to promote and celebrate Healthwatch Kingston's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above
3. Volunteers will not use the Healthwatch Kingston logo or corporate identity materials on personal websites, blogs or social networking accounts
4. Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the organisation
5. New volunteers will receive this policy as part of their induction into Healthwatch.