

Social Media Policy

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Contents

1.	Policy Statement	3
2.	Social media definition	3
3.	Professional Use on Behalf of BrisDoc	3
4.	Personal Use of Social Media	4
5.	Confidentiality, Privacy, and Data Protection	4
6.	Cyberbullying, Harassment, and Discrimination	4
7.	Monitoring and Reporting Concerns	4
8.	Breach of Policy	5
9.	Key Principles and Reminders	5
1.	Tables	6

Social Media Policy

1. Policy Statement

This policy sets out BrisDoc's expectations and responsibilities relating to the use of social media by co-owners, both in a professional and personal capacity. It aims to ensure that social media use supports our organisational values, protects patient confidentiality, upholds professional standards, and preserves our reputation.

This policy applies to all co-owners, contractors, volunteers, and others representing BrisDoc across our services.

2. Social media definition

Social media refers to any digital platform that enables individuals to communicate, share content, or network online. This includes, but is not limited to:

- Social networking sites (e.g. Facebook, LinkedIn, Threads)
- Microblogging platforms (e.g. X (formerly Twitter))
- Messaging apps (e.g. WhatsApp, Signal – particularly where group or public messaging occurs)
- Video and image-sharing platforms (e.g. YouTube, TikTok, Instagram)
- Blogs, forums, and discussion boards

Given the rapid evolution of platforms, this list is illustrative and not exhaustive.

3. Professional Use on Behalf of BrisDoc

Where authorised to post on BrisDoc's official channels, staff must:

- Ensure communications align with BrisDoc values and current strategic messaging
- Seek managerial approval before initiating campaigns or posting sensitive content
- Use professional, respectful, and inclusive language
- Not disclose confidential or personal information
- Understand that all accounts and content developed for BrisDoc remain company property and must be surrendered on termination of employment

Official BrisDoc accounts must be managed by approved co-owners only. Login credentials must be stored securely and changed periodically.

Social Media Policy

4. Personal Use of Social Media

Co-owners using social media in a personal capacity must:

- Avoid posting content that could bring BrisDoc, patients, or colleagues into disrepute
- Not use work email addresses for personal accounts
- Maintain respectful conduct online, even when expressing personal views
- Never disclose identifiable patient or colleague information, even unintentionally
- Not share internal matters or confidential information relating to BrisDoc
- Refrain from posting discriminatory, harassing, defamatory, or inappropriate content

Remember: even with privacy settings enabled, posts can become public.

5. Confidentiality, Privacy, and Data Protection

Breaches of patient confidentiality or data protection legislation, including GDPR, are serious offences. Co-owners must not:

- Discuss clinical or operational issues involving identifiable individuals
- Post images or videos of patients, carers, or colleagues without their written consent
- Share work-related data or insights that could compromise privacy, safety, or service integrity

Co-owners are encouraged to maintain strong privacy settings and be cautious about sharing personal data that could be used for identity theft.

6. Cyberbullying, Harassment, and Discrimination

BrisDoc does not tolerate any form of bullying, harassment, or discrimination, including online. This includes:

- Targeting or publicly criticising colleagues, service users, or BrisDoc
- Participating in or endorsing discriminatory language or images
- Misrepresenting views as those of the organisation

Such behaviour will be managed under the appropriate People policies and may lead to disciplinary action.

7. Monitoring and Reporting Concerns

BrisDoc reserves the right to monitor the use of social media when using its IT systems e.g. Guest Wi-Fi and corporate devices, in line with our Acceptable Use and Monitoring Policies. Monitoring will be proportionate and conducted with respect to privacy rights.

Staff who become aware of:

Social Media Policy

- Inaccurate or harmful representations of BrisDoc online
- Potential breaches of this policy
- Online harassment involving staff

...should report these to their line manager or the Information Governance Lead.

8. Breach of Policy

Failure to comply with this policy may result in disciplinary action, up to and including dismissal. In serious cases, breaches may also lead to regulatory investigation or legal action.

9. Key Principles and Reminders

When using social media, remember to:

- Reflect our organisational values of compassion, respect, and integrity
- Be mindful of professional boundaries
- Protect your privacy and that of others
- Avoid impulsive or emotional responses
- Be aware that content is often permanent and shareable

Social Media Policy

1. Tables

Date	Reviewed and amended by	Revision details	Issue number
Oct-2014	DL		1 Draft
May-2015	DL	Reviewed by NG and amended DL	1 Draft
Jul-2015	CE	Reviewed by CE	1 Draft
Aug-2015	DL	Final amends by DL	1.0
Nov-2015	DL	Changes made at the IG Board to section 3	1.1
Nov-2016	DL	Version reviewed – No amendments	1.2
Jul-2017	DL	Addition of WhatsApp in social media list	1.2.1
Nov-2018	SP	Routine review DPA reference changed to GDPR	1.3
Nov-2020	DL	Annual Review	1.4
Jan-2023	DL	Annual review	2.0
May-2025	DL	Review on change of SIRO	2.1