



## **WEBSITE AND SOCIAL MEDIA**

### Purpose

This policy provides all NHS Retirement Fellowship (NHS RF) trustees, members and staff, with the corporate requirements and guidance to practically develop and contribute to any NHS RF website and/or social media channels. This policy establishes guidelines and processes to manage website and social media communications in the best interests of the NHS RF, with its reputation in mind and in adherence to the charity's other policies and procedures.

### General context

Social media is fluid, two-way, busy, and often self-regulating. Social media can be used to disseminate information, but should be considered a form of two-way communication and a vehicle to listen to 'wider' membership views. Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact and usefulness of social media as a channel for information distribution. The NHS RF will not delete posts that are complaints or negative comments, except when they breach any of the conditions outlined below.

Social media includes websites and applications that enable users to create and share content or participate in social networking. Examples include:

- Facebook
- Twitter
- Pinterest
- YouTube
- LinkedIn
- Instagram
- Blogs
- Sites including user participation and in-house Content Management Systems (CMS)

### Background

The NHSRF has a well-established digital presence and a social media footprint. Digital channels are currently used to complement existing communication, promotion and recruitment activities, providing considerable opportunity to raise the charity's profile and to reach more NHS and Social Care personnel, supporters, strategic partners and potential members.

### Guiding Principles

This policy aims to establish parameters and outline the expected behaviour for people who represent the NHS RF and those who do not officially represent the NHS RF online, both of whom, are encouraged to contribute to social media and through their input can impact on the reputation of the Fellowship and its activities.

NHS RF trustees, members and staff are encouraged to participate in social media. Whenever they are interacting on social media or developing or contributing to the website whether in an official or personal capacity the following guiding principles should be adhered to:

- Contributors to social media should remember that
- Individual members, trustees or staff should not be criticised
- Opinions of others should be responded to respectfully and professionally
- Mistakes will be acknowledged and corrected promptly
- Contributors must disclose any conflicts of interest
- Inaccurate information must not be posted
- Online references and original source materials will be linked directly
- Social media posts should be polite, considerate and fair
- Personal advice or counselling should not be given through social media
- Conduct private business using NHS RF websites or social media channels
- Promote or denigrate a political party or affiliation,
- Upload information of a confidential nature in regards to NHS RF members or staff
- Hacking or attempting to infiltrate the systems of the NHS RF
- Post paid for endorsements of any kind, including in services or gifts
- Post any matter that brings the reputation of the NHS into disrepute

#### Branch Websites

Branches or NHS RF groups may wish to set up their own website or social media sites. These should adhere to the requirements and guidance set out in this policy

A social media presence for a branch can offer a platform to .....

- Raise the profile of the branch locally
- Inform current and potential members about activities
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If you have any questions about applying this policy or require any advice please do not hesitate to contact the Central Office

Date policy adopted:.....

Signed: .....  
Chairman of the Board of Trustees