

# Social Media Policy

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## 1. Changes since last approval

Change	Version	Date
Re write of previous social media Policy	7	June 2025
Review by Head of Improvement	8	June 2025

## 2. References

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Related document name	https://.....

### **3. Introduction**

NHS Orkney is committed to supporting the principles of NHS Scotland's Quality Strategy and the local Communications Framework. One of the fundamental principles of the NHS Scotland Quality Strategy is:

"Putting people at the heart of our NHS ... our NHS will listen to peoples' views, gather information about their perceptions and personal experience of care and use that information to further improve care."

Good quality, timely, effective and equitable communications are at the heart of achieving this. We need to provide the right information in the right format at the right time so that people have the information they need in the format they want. Electronic communications should be used in developing and promoting services and engaging with the public. These include the organisation's public website and the use of social media sites which enable the organisation to communicate with patients and members of the public.

This social media Policy provides clear guidance as to what is considered acceptable and unacceptable usage of social media. It is intended that this policy will protect the reputation of NHS Orkney as well as individual staff members.

NHS Orkney manages its own Facebook, Instagram, X and LinkedIn accounts, which help raise awareness of services and general health related news.

### **4. Purpose and scope**

Social media has become part of everyday life and is a valuable method of sharing information. When using social media sites, it is important that staff conduct themselves appropriately. In particular, when discussing NHS Orkney, NHS Scotland or any work-related issues, staff are expected to act in accordance with NHS Orkney policies and procedures.

Employees need to have adequate information and clear guidance to enable them to use social media sites in their work and private lives appropriately and in a way that ensures that their personal and professional reputation and that of NHS Orkney is never compromised. This policy is to advise on how social networking sites can be harnessed to improve communications with service users, and also to establish parameters which eliminate any potential harm to employees and the organisation from inappropriate use of social media.

It is also important that when staff access social media sites for work-related purposes there are clear guidelines in place regarding this access.

This policy seeks to provide clear guidance to:

- Staff – representing NHS Orkney to communicate with service users and the general public.
- Individuals – in the appropriate use of social media in and out of work; and
- Ambassadors – empowering staff to proudly support their organisation
- Staff should feel equipped to:
- Communicate as best they can through social media.
- Create posts that are effective and in line with policy
- Manage social media pages well; and
- Handle difficult social media situations.

This policy applies equally to all representatives of Orkney: staff, board members, bank workers, agency workers, volunteers and contractors. For the purposes of this policy the terms 'staff' and 'employees' relate to all of the aforementioned groups.

All staff share the responsibility of appropriate use of social media. NHS Orkney is committed to providing a working environment which is free from harassment, bullying, discrimination or intimidation of any nature. Every NHS Orkney employee has a responsibility to treat colleagues with dignity and respect. NHS Orkney will not condone or tolerate bullying, discrimination or harassment in any form, including by any electronic communication means.

The social media field is constantly evolving, and it is not possible to cover all circumstances that may occur. Staff who use social media for work purposes are required to exercise proper judgement, act professionally and consider the appropriateness of any information or image that they share in advance of posting it.

NHS Orkney employees are accountable for their actions and activities when using social media sites and are expected to observe at all times the standards, conduct and behaviour outlined in current and future legislation and policies, guidance and legislation, including but not limited to:

- Data Protection Act 2018
- Equality Act 2010 and Public Sector Equality Duty
- NHS Code of Practice on Protecting Patient Confidentiality
- Eliminating Bullying and Harassment Policy
- Managing Conduct Policy
- Codes of Conduct
- Model Code of Conduct, The Standards Commission for Scotland
- New start IT forms

In addition staff must recognise the risk of breaching the regulatory or professional codes of conduct that applies to their professional bodies, e.g. [The Code: Professional standards of practice and behaviour for nurses, midwives and nursing associates - The Nursing and Midwifery Council](#) ; [Standards of conduct, performance and ethics | The HCPC](#).

Staff who are subject to discrimination or abuse through any electronic communication should immediately notify their line manager.

Staff who create or circulate any electronic communication which is deemed to be discriminatory or offensive to any recipient, either internal or external to NHS Orkney, will be in breach of this policy.

Application of this policy should be considered in conjunction with all other relevant organisational policies.

This policy covers all staff in NHS Orkney when using social media and covers written statements made via social media, as well as pictures and videos uploaded to social media sites and/or applications. The guidelines contained within this policy refer to content placed on social media via:

- computer
- smart phone, or
- tablet device

## **5. Responsibilities**

Responsibility for this policy sits with a number of individuals. Ultimately, each member of staff should take responsibility for their own use of social media.

### **5.1 - Executive Responsibility**

Overall responsibility for the policy lies with the Chief Executive Officer (CEO). The CEO or their delegated officer will ensure the policy is developed and kept up to date.

The Corporate Communications Team will provide final sign off for any new proposal to introduce the use of social media for NHS Orkney purposes.

### **5.2 - Director of People & Culture and Head of Information Technology (IT)**

#### **Director of People and Culture (HR) Policies**

The Director of People and Culture will ensure that NHS Orkney's HR policies are compatible with and support the implementation and use of this policy where appropriate.

#### **Head of Information Technology**

The Head of IT will ensure that NHS Orkney's IT Infrastructure will support the appropriate use of social media and where necessary the required monitoring of the use of NHS infrastructure for social media.

The Head of IT will ensure appropriate cyber security is in place on NHS systems to protect the organisation's data from the potential risks of staff visiting social media sites.

### 5.3 - Line Managers

Whilst we are keen to keep the number of individual departmental social media accounts to a minimum, with the main NHS Orkney social media accounts the appropriate platform to be utilised for posting any necessary messaging. Where a specific need has been identified for an individual account, the Team/Department is responsible for agreeing with their line manager any proposal for the use of social media within their service area.

Line Managers should ensure that the reason, benefits and risks associated with using social media have been appropriately identified and managed. This discussion should include the practicalities of 24-hour site monitoring, or a clear disclaimer that this is not the case, and also how adverse comments might be handled. Please see **Appendix 1** – Business use of social media for further information.

It is Line Managers' responsibility to ensure that staff, contractors and other relevant third parties are aware of and follow the requirements of this policy, to ensure compliance and the necessary safeguarding of information held and maintained by NHS Orkney.

Line managers are responsible for ensuring any issues associated with their staff's use of social media is, where necessary, appropriately managed using the Board's HR policies.

Managers are also responsible for the appropriate use of social media by their department or service in relation to their service's needs. This will include agreeing with staff whether and how this might be used, evaluating the impact and benefits and ensuring that any risks are identified and managed.

Managers should also ensure that all staff potentially impacted by the use of social media in a particular service are appropriately engaged in the development of social media use and are aware of their responsibilities (this may include colleagues from other departments/services as appropriate).

Managers are responsible for ensuring arrangements are in place for the ongoing monitoring of any social media used within their service.

(For guidance on the use of social media by a service please see **Appendix 1**).

## 5.4 - Head of Service/Directors

The relevant Head of Service/Directors are responsible for agreeing with their managers any proposal for the use of social media within their service area.

The Head of Service/Directors should ensure that the reason, benefits and risks associated with using social media have been appropriately identified and managed.

## 5.5 - Staff

Individual members of staff are responsible for their own use of social media. This should be in line with the guidelines incorporated within this policy.

All staff are responsible for any information they make available on social media, whether this was posted during work hours, breaks or when not at work.

**When posting on social media sites there should be no expectation of privacy, regardless of the privacy settings applied to individual accounts. Content uploaded to, and opinions expressed via social media must be considered to be in the public domain.**

Staff should be aware that inappropriate use of social media will be managed using the relevant HR Policies.

# 6. Social Media

Social media is a general term used to describe a range of online technologies and practices which are managed and controlled by the users themselves. It allows users to connect with each other and share written material, photographs and videos.

Examples of social media include, but are not limited to:

- Online forums
- Vlogs, blogs
- Social networks
- Podcasts
- You-Tube
- Photos
- Videos and webcasting
- Real-time web communications (chat, chat rooms, video chat, instant messaging)

The most commonly used social media sites for work related purposes are Facebook, X (formally known as Twitter), Instagram, LinkedIn and YouTube. However, this policy is not limited to those services.



## **6.1 - Benefits and concerns**

There are a range of benefits surrounding the use of social media in the work context; however, it is not always the most appropriate option. Consideration needs to be given to the overall communication framework, business need and resource levels.

We recognise that social media is live 24/7, and we only expect staff to interact with **work** related social media within the context of their normal working patterns.

## **6.2 - Benefits of social media**

- Increases access to audiences and improves accessibility
- Enables citizen engagement and encourages partner and stakeholder relationships
- Greater scope to refocus communications with partner and stakeholder relationships
- Improves long-term cost effectiveness of communications
- Improves credibility
- Increased speed of public participation including feedback and input
- Reach of specific audiences on specific issues (including emergency situations); and
- Reduces the dependence on traditional media channels.

## **6.3 - Key concerns of using social media**

- Staff need to be empowered to engage and to act as ambassadors for NHS Orkney
- How staff will respond to inappropriate comments through the use of social media
- Staff need to be aware of the policies that make clear what staff can and cannot do (specifically this document and the Once for Scotland Conduct Policy (<https://workforce.nhs.scot/policies/conduct-policy-overview/>) which includes a guide to expected standards of behaviour)
- Consideration needs to be given to the governance of sites and content; and
- Staff need to be aware of guidelines – and clear about the distinction between engaging as an individual or as a representative of the organisation

## **7. Communication**

This policy will be communicated through the weekly staff bulletin. Staff will periodically be reminded about this policy and their responsibilities within the policy.

## **8. Review, monitoring & evaluation**

This policy will be monitored and reviewed every two years or sooner in light of any legislative changes or national NHS changes.

Individual managers are responsible for ensuring the evaluation and monitoring of any NHS Orkney social media presence within their department/directorate.

## **9. Appendices**

### **Appendix 1 – Business Use of Social Media**

NHS Orkney recognises the benefits to the organisation of using social media and networking sites to promote and develop services and communicate with patients and members of the public. This may include a department establishing a social networking site to enable them to fulfil this role.

Consent for any social media presence that is developed must be sought from the Communications Team. A checklist of considerations before making a request is included below. This is not an exhaustive list, and depending on the type of request, there may be other issues which need to be thought through in conjunction with the Communications Team and Information Governance before a social media presence is established (as a reminder, we are keen to keep the number of individual departmental Facebook accounts to a minimum, with the main NHS Orkney Facebook page (which has a well-established follower base) the appropriate platform to be utilised for posting any necessary messaging.)

Any team/department considering operating their own social media page, should refer to the section on Social Media with the Scottish Governments Records Management Code of Practice for guidance prior to creating / posting any content: <https://www.digihealthcare.scot/app/uploads/2024/08/RM-CoP-for-HSC-2024-v04.0-MASTER-2024-08-09.pdf>.

#### **Requesting an NHS Orkney social media presence**

Any member of staff or department considering the use of social media for their service should follow the steps below:

#### **Step 1 – Consider how social media would be used**

Please follow the guidance noted and give consideration to the following points:

- Who are you trying to reach, what platform do you intend to use (e.g., Facebook, Instagram, X (formally known as Twitter) and is your proposal the most appropriate medium?
- Have you considered what you are planning to post – whether you are looking for engagement and communication, or to disseminate information? If people can comment on the information you publish, have you given thought to how / if you can / should moderate this and be explicit about moderation on your social media presence?

- All NHS Orkney social media accounts **must be** set up by the Communications Team. When a business Facebook account is set up it must be linked to a Facebook profile account. So, Facebook (for example) may be sending NHS Orkney page notifications to your personal account. Would you wish to set up a separate account to manage this? Also, who will have rights to publish new information, and update existing information?
- How will you respond to positive and negative feedback?
- How often will your social media content be checked and who will do this in your absence?
- How will you evaluate its impact?
- How will you communicate to colleagues so they can signpost interested service users?
- What engagement should you have with staff, patients, patient groups/carers in developing the social media presence (including staff who might be affected from other departments/services)?
- Does this have the support of the departmental manager and relevant Head of Service/ Director?

If you would like to discuss any of the above, please feel free to discuss with the Corporate Communications Team and/or Information Governance department.

### **Step 2 – Discuss and agree proposal with Line Manager/relevant Director**

Please ensure your line manager is aware of and in agreement with the proposal.

### **Step 3 – Submit proposal for ratification by Communications Team**

Once you have an answer to the points above and have the support of your Line Manager/Director, please request a social media presence through the Communications Team on [ork.corporatecomms@nhs.scot](mailto:ork.corporatecomms@nhs.scot).

Your request will be reviewed in line with the Board's overarching Communications Framework and, if required, discussed with Information Governance and/or IT.

Co-ordinating requests for social media sites through the Communications Team gives the organisation a complete picture of the various communication channels in use and allows staff to respond effectively to any media enquiries about information on social media sites which might arise.

### **Step 4 – Up and running**

Your posts – once your service presence is established, please follow the points below:

Direct messaging must be switched off on social media accounts, the appropriate route for feedback/contacting NHS Orkney is through our established feedback routes e.g. <https://www.ohb.scot.nhs.uk/contact-us> and not via social media.

A Moderation/monitoring of the page statement must be displayed on the Facebook page

- How frequently are you intending to publish information? It is recommended that you post at least 2 posts every 2 days. (The more often you plan to publish content ensures the page is kept 'live and current' and the more likely your content is to be seen by your audience).
- Do you have a good variety of content planned - a mix of your own and shared content?
- Do you have a mix of types of posts – text only, with images, videos etc. Some people engage better with images and videos and this helps your posts to be seen.
- Appropriate hashtags are recommended for X/Instagram
- Are there other active pages and content (e.g. NHS Orkney Public Health, national campaigns, other local pages) that you can tag to both spread the word about your post and to give others an opportunity to get involved?
- Think through the answers people might post before you publish. For example, 'How can we improve our Sexual Health Clinic' is a much harder question to answer publicly than 'Give us a 'Yes' (or a like/thumbs up) if you have eaten more than 5 portions of fresh fruit/veg today'. Make it easy for your audience to engage with you.
- What is the point of each post? If it is to give information, make sure you give all the relevant information and provide a link for further details, if possible.
- If you are sharing another post, have you checked your links are valid and the content is appropriate?
- Check how a link is pulling through and how it looks in a post before you publish.

#### **Tone of voice – are your posts:**

- Chatty and fun?
- Professional?
- Corporate?
- Factual?
- Direct?
- Conversational?
- Grammatically correct?
- Spelt correctly?

Tone is particularly important if more than one person is posting as writing styles can differ considerably.

#### **For work purposes it is advisable to not:**

- Use dialect (somebody may not understand the post)
- Add numerous emojis (they often display differently on different platforms)

#### **Dealing with comments if you create a post**

It is advisable that you check for comments. This guidance is not prescriptive but generally:

- Respond to requests for factual information resulting from the post.

- React to positive comments (e.g., “like” the comment).
- Be clear how you will deal with inappropriate comments – e.g., comments that are critical of individuals, adverts, containing profanities.
- There is a danger in deleting comments as this can be seen as a lack of transparency. Generally, comments that are critical of individuals, unrelated adverts or swearing/rants are okay to be deleted. If there is an opportunity to correct misinformation, or pass useful information to the poster, consider whether that is a more useful response.
- Do be mindful that some of your audience may swear normally within their communication, so consider the context of their post.
- Consider whether to reply to the more general negative comment – will there be any benefit to the service in publicly engaging or is the comment inaccurate (and therefore potentially damaging) and you can politely correct the poster, or send them a link to factual information.
- Internet trolling is where people deliberately post inflammatory and derogatory comments, often on a company page, to encourage a strong negative response. Trolling is not common but is something to be mindful of.
- If you decide to reply to a negative comment, consider these general guidelines:
- Take your feelings on negative comments out of your response – negative comments are generally about the poster’s experience and not about the post.
- Who is going to compose replies to negative comments? The quicker you can reply the better, so consider who is most likely to have capacity.

**Where possible, seek a second opinion before posting your reply.**

- Think about how you would reply in person, face to face, at work, with an audience, to this sort of comment.
- Take the conversation offline as soon as possible – do not encourage any comment wars in public and suggest that the poster emails/calls the organisation to discuss further.
- **Some negative comments are often best left unanswered.** These are most often vague dissatisfaction that is not offensive as such, but usually sarcastic in tone. It is okay to trust your readers to see these comments and interpret them for themselves as general dissatisfaction that there is no right/wrong answer to.
- **Think about who has access to your social media account, only NHS Orkney employees should have access and you must review the access at regular intervals.** When somebody leaves the organisation, do take steps to ensure they can no longer access a work social media site. If they were an admin on an account, make sure you have an alternative admin assigned before removing them.

If you are sharing a post which may be controversial, attract media attention or be political in any sense, please ensure you contact the Communications Team in advance of posting. Likewise, for any post that may be shared, is there a relevant spokesperson available to speak should any media enquiries arise?

## Appendix 2 – Personal use of social media

### Personal use of social media in and away from work:

Social media sites enable people to maintain contact with others. However, through the open nature of such sites, it is also possible for third parties to collate vast amounts of information about you, your family, colleagues, and personal/professional life.

Whilst communication through social networks may be considered to be a personal matter, this is not the same as it being private. In a lot of cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will screenshot and forward what you say and make it visible to a wider audience. As a result, personal conversations within social media networks should always be considered **public rather than private**.

Consider the following when using social media for personal use:

- You are personally responsible for any content you publish/share
- Understand your online privacy settings – check your settings and understand who can see the information you publish and your personal details. However, in general, nothing written on social media sites is truly private, regardless of any privacy settings you may have set
- Monitor the content of your social networking pages
- Follow your professional Code of Conduct, the Once for Scotland Conduct Policy and this social media Policy
- If you do talk about work you do for NHS Orkney, you should make it clear that you are speaking for yourself and not on behalf of NHS Orkney. Use a disclaimer such as ‘the views expressed here are my own and do not reflect the views of my employer’
- Do not let your personal use of social media interfere with your job; and
- Think about what your personal digital strategy is i.e. in what way you are engaging with social media as an individual, what networks are you appearing on, what are you posting?
- All staff must note that when taking photographs at social occasions relating to work e.g. birthday celebrations or Christmas parties, that they may only publish these photographs, in any form, with the permission of the person or person(s) in the photograph(s). Please refer to the **NHS Orkney Photographic policy** for guidance and also see the NHS Orkney Consent form - Non-Clinical **Appendix 4**
- Where photographs of children are taken, e.g. children's Christmas concerts, staff should obtain permission from parents/and or the school, prior to any photographs being taken. The exception to this is staff who are required to take photographs at business or social occasions for business purposes and do so with the agreement of their line manager. Please refer to the **NHS Orkney Photographic policy** for guidance and also see the NHS Orkney Consent form – Non-Clinical **Appendix 4**

- All staff should be mindful of the information they disclose on social networking sites, especially when they:
- Identify their association with their employer
- Discuss their work / place of work in any way, e.g. posting on a local Facebook forum 'I work at The Balfour and xxx'
- Can be identified as a staff member by other means (for example, by mentioning "working at an NHS Orkney location").

NHS Orkney has a reputation to uphold, and the public must be able to trust staff's integrity, confidentiality and values. To this end, individuals should consider carefully whether they identify themselves as a member of staff by revealing their place of work and/or occupation). Employees must not:

- Engage in activities on social media which might bring NHS Orkney into disrepute
- Give advice to patient's/members of the public over personal social media accounts based on their professional roles
- Post information relating to patients and/or patients relatives
- Post videos or images taken on healthcare premises, unless with prior consent. Recording other patients inadvertently and without their permission risks breaching patient confidentiality – the information and treatment provided to other patients on NHS premises should never be recorded, let alone posted to social media (Prof Meghana Pandit, co-national medical director at NHS England).
- Post offensive, discriminatory or obscene information or material
- Disclose privacy marked or commercially sensitive information
- Must not use their position to share health information/advice which is not supported by NHS Scotland
- Register to any social media sites/apps using your NHS email address (unless specifically for work business purposes however permission from the line manager must be sought prior to registering)
- Disclose their work email address or work telephone numbers on personal social networks
- Use social media in any way to attack or abuse colleagues
- Refer to or comment about colleagues, patients or the service in an abusive or harassing manner
- Post comments, videos or photos that reveal some form of work-related misconduct, for example 'posting' about feigning illness or avoiding work
- In the course of understanding their duties as an employee, use any of the organisation's social media networks to express personal views which NHS Orkney would not wish to be connected with.

NHS Orkney employees must be considerate of their personal and professional boundaries when accepting or requesting to join a social network that may include colleagues, patients or relatives. If staff are in any doubt as to how this would impact on a specific situation, they should seek advice from their line manager or the Communications Team.

NHS Orkney will not proactively monitor an employee's social networking activity and does not intend to be prescriptive about how employees should conduct themselves in their private lives. However, all internet activity by staff on the NHS Orkney network is logged and stored.

Where concerns regarding usage, or material is brought to the attention of the organisation which may be considered to be inappropriate, NHS Orkney will investigate in line with the appropriate policy or legislation, for example, Managing Conduct, Eliminating Bullying and Harassment Policy, Data Protection. Internet logs may be used as part of any investigation.

The organisation understands that employees may wish to use their own mobile devices while they are at work. Employees must limit their use of social media on their own equipment **to their official rest breaks**.

### **Personal use of social media at work:**

In addition to the above considerations, in working hours, staff should limit their access to personal social media sites through the NHS Orkney network. This is important for the reasons outlined below:

- Data streaming that is not for work-related purposes (e.g. catching up on the previous evening's TV), is bandwidth intensive and has the potential to detract from core clinical and administrative systems. The only data streaming usage acceptable through the NHS Orkney network is for relevant work and educational purposes.
- Posting extensive comments or being visible on-line for long periods during working hours, even if it is in an employee's designated break periods, has the potential to cause reputational damage, as external observers will not recognise break periods from working times.
- Personal social media usage on NHS Orkney premises has the potential to display on screen inappropriate materials that can be seen by others.



## Appendix 3 – Acting as an ambassador for your profession or your employer

Tips for participating online for a **work-related** purpose:

- **Be professional.** You are a representative of NHS Orkney and in certain networks you might be the sole organisational voice
- **Be transparent.** Wherever possible, disclose your position as a representative of your organisation. If you are talking about your work, use a disclaimer
- **Be clear about your aims.** What story you are trying to tell, to whom and why
- **Be responsible. Be honest.** Abide by the Once for Scotland Conduct Policy, other HR and social media Policies
- **Be helpful.** When you gain insight share it with others where you can
- **Be credible, be accurate, fair and thorough.** Stick to your area of expertise
- **Be judicious.** Libel, defamation, copyright and data protection laws apply
- **Be integrated.** Wherever possible, align online with offline communication
- **Be inclusive.** Make every effort to be accessible and connect with all relevant communities
- **Be personable.** Participating online is not about delivering staid corporate messages. It is about conversations between individuals and should be treated that way
- **Be respectful.** Pause and think before posting. When disagreeing with other opinions, keep it appropriate and polite
- **Be careful.** Never give out personal details like your home address or phone number
- **Be responsive.** Visit the online spaces where you have a presence regularly and respond positively and promptly to conversations
- **Be willing to learn** from others
- **Be creative.** New tools mean new approaches; and
- **Be accountable.** Online participation is a multi-stakeholder process where everyone is accountable for their own actions.

Remember: participating online results in your comments being permanently available and open to being republished in other media. You may attract interest in you as an individual, so proceed with care whether you are participating in a professional or personal capacity. If you have any doubts, take advice from your line manager.

Photographs taken in clinical or public areas that are intended for inclusion on social media sites must have a valid business or clinical context and must not compromise patient, visitor or staff privacy under any circumstances and must also have the appropriate consent from those in the photos. Please refer to the **NHS Orkney Photographic policy** for guidance.

## Appendix 4 – Consent Form – Non-Clinical

### Non – clinical use of Photographs, Video, Audio Recording or Written information

NHS Orkney will keep personal information given by you securely and confidentially and will only use your information for the purposes detailed below. Your consent will be valid for three years. To use your information after this date we will ask for your consent again. You will be given a copy of this form to keep.

#### 1. **Participant name** *If typing in details, please click on grey box to enter*

Name of Participant:			
Address:			
Telephone: (for future contact if needed)		E mail: (Optional)	
Status:	<input type="checkbox"/> Patient <input type="checkbox"/> Carer/Family <input type="checkbox"/> Volunteer <input type="checkbox"/> Staff member		

#### 2. **NHS Orkney is seeking consent to use your personal information:**

For your <b>photograph or video image</b> to be used in printed and broadcast media, NHS Orkney social media and/or reports/newsletters/NHS Orkney website/ NHS Orkney and/or other NHS organisations such as partner public sector/integrated agencies or promotional material which may be displayed in a public place	YES	NO
For your <b>spoken or written words</b> to be quoted in reports/publications and/or newsletters, which may also be published on the NHS Orkney websites/ NHS Orkney social media	YES	NO
For your <b>video or audio (voice) recording</b> to be played for staff training within NHS Orkney and/or other NHS Organisations such as partner public sector/integrated agencies	YES	NO
For your <b>video or audio (voice) recording</b> to be played at meetings or events within NHS Orkney and/or other NHS organisations, partner organisations where staff, patients, carers or members of the public may be present.	YES	NO
For your <b>written words</b> to be saved onto a <b>database</b> for access by NHS Orkney staff to be used for training purposes and/or meetings	YES	NO

#### **Declaration of consent**

The purposes for using my personal information have been explained to me and I have had opportunity to consider the information, ask questions and have had these questions answered satisfactorily.

I agree to my personal information being used as indicated in Section 2 above.

I understand that I can withdraw my consent by contacting the person named in Section 4 at any time without my medical or legal rights being affected.

☐ I am the participant named in Section 1 above

☐ I am signing on behalf of the participant named in Section 1 as their representative

Name and relationship to participant .....

Signature ..... Date ...../...../.....

#### **4. Name of person seeking consent**

**Name:**

**Dept/Position:**

**Signature:**

**Date:**

**Contact No:**