

Get social - social media guidance

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These guidelines have been developed by staff, for staff. They are not designed to be a barrier; they have been designed to encourage you to use social media. We know the benefits of the effective use of social media and we want these guidelines to help you to get the most from it, both professionally and personally.

Many individuals within HEE are already using social media in a professional and personal capacity, lots of us use it to stay up to date with news or keep in touch with friends and family. Increasingly people are finding it has huge potential for professional networking and development. All HEE members of staff are encouraged to feed corporate project based messages through to the communications team (communications@hee.nhs.uk) so that they can disseminate core messages through HEE's corporate social media channels. This has many benefits but most significantly, the HEE corporate accounts have been developed to ensure both our followers and those we follow are constantly reviewed to ensure breadth and depth of stakeholders to maximise impact and effectiveness. HEE doesn't endorse or support individual projects/members of staff creating separate social media accounts for their areas of work but are very keen to help you with a social media plan through the corporate accounts. If in doubt please speak to a member of the communications team.

It is important that all of your activity is open and honest. In a sense, social media is simply a conversation and the best conversations are when people are authentic, limit jargon and respect one another. The more open and transparent we are across our accounts will there be greater understanding of what we do, which will in return result in HEE's reputation increasing.

Whether you choose to use social media personally, professionally or both, these guidelines aim to help you approach it in a way that will protect and enhance both your own reputation and if applicable, the reputation of your organisation.

HEE's main corporate social media channels are

- Twitter www.twitter.com/nhs_healthedeng
- Facebook www.facebook.com/nhshee
- LinkedIn www.linkedin.com/company/health-education-england
- Instagram www.instagram.com/nhshee/
- YouTube <https://www.youtube.com/channel/HealthEducationEngland>
- Flickr <https://www.flickr.com/people/nhshealtheducationengland/>

These are managed by the HEE digital communications team and press team, with input from the whole organisation. If you have any questions or comments about our use of social media please feel free to contact us digital.communication@hee.nhs.uk

How do we utilise our corporate social media channels?

As an organisation, we have over 100 social media accounts! These include accounts like the UK Foundation Programme Office (UKFPO), Health Careers and our local teams. In order to continue to provide consistent messages and a clean and simple digital presence, as mentioned earlier, we don't encourage individual programmes to create their own accounts, unless there is a real need. All corporate messages should be fed through to the communications team who will disseminate them via the appropriate channels. In doing this, not only will HEE present cohesive messages, individual projects and programs will be able to reach a significantly larger audience than if they were to create their own account. Anyone who would like more information about this should contact your local or programme communications lead.

Posting, monitoring and replying

The digital communications team collates and posts all messages across all national corporate social media platforms. The team also monitors and replies to tweets and posts on YouTube, Instagram and Flickr. The press team monitor and reply to tweets and posts on Facebook and Twitter. Local comms leads are responsible for local channels, and programme leads for their own channels.

The social media road map and management sits with the digital communications team. If you think we could do anything to improve our presence or existing channels, please contact us at digital.communications@hee.nhs.uk.

Evaluating social media

Evaluating social media is essential. Without monitoring and evaluating your work you could miss issues or opportunities.

We have purchased a social media management solution that enables us to generate monthly reports of social media activity. If you would like your campaign hashtag tracked, we can do this, but please inform your local or programme communications manager. They will need to set up the hashtag in our social media

management software at the start of the campaign, to ensure we can track it.

Availability

The communications team monitor social media activity during office hours and we will always do our best to get back to anyone who contacts us as quickly as possible, where appropriate.

The only time we don't monitor our social media channels is out of office hours and on the rare occasions when our internet service is unavailable. Please note our office hours are Monday to Friday from 9.00 until 17.00.

Other accounts:

We have over 100 social media accounts, but here are some of our more well known channels:

- **Health Careers** | @HealthCareersUK | <https://twitter.com/HealthCareersUK>
- **UKFPO** | @UKFPO | <https://twitter.com/UKFPO>
- **HEE East Midlands** | @HEE_EMids | https://twitter.com/HEE_EMids
- **HEE East of England** | @HEE_EoE | https://twitter.com/HEE_EoE
- **HEE KSS** | @HEE_KSS | https://twitter.com/HEE_KSS
- **HEE NCE London** | @HEE_NCELondon | https://twitter.com/HEE_NCELondon
- **HEE North East** | @HEE_NEast | https://twitter.com/HEE_NEast
- **HEE North West** | @HEE_NWest | https://twitter.com/HEE_NWest
- **HEE NW London** | @HEE_NWLondon | https://twitter.com/HEE_NWLondon
- **HEE South London** | @HEE_SLondon | https://twitter.com/HEE_SLondon
- **HEE South West** | @HEE_SWest | https://twitter.com/HEE_SWest
- **HEE Thames Valley** | @HEE_TVValley | https://twitter.com/HEE_TVValley
- **Health Education Wessex** | @HEE_Wessex | https://twitter.com/HEE_Wessex
- **HEE West Midlands** | @HEE_WMidlands | https://twitter.com/HEE_WMidlands
- **HEE Yorkshire and the Humber** | @HEE_YHumber | https://twitter.com/HEE_YHumber

Helpful social media guidance for HEE staff

Using social media

As with any form of communication, we should all be using our common sense when using social media. The simple rule to remember is that the principles covering the use of social media in both a work and personal capacity are the same as those that apply for any other activity – this is a public forum and the same considerations would apply as to speaking in public or writing for a publication. So what should and shouldn't you do? These are the important points:

- **Privacy settings** – understand and check your privacy settings on your social media profiles. You may also wish to consider how much personal information you include on your profile.

- **Use a disclaimer** – We would advise that if you are using your personal social media profiles to engage in conversations about HEE that you use a disclaimer such as: “the views and opinions expressed are my own and not of Health Education England”, or if you have limited characters, “views my own”. Although this will protect personal opinion, it doesn’t mean that the use of a disclaimer will override principles that have been set out within this guide or within our social media policy, or other related policies. In all instances where you will be tweeting about HEE, beyond a casual comment or retweet, please can you let the HEE Communications team know on: digital.communications@hee.nhs.uk.

- **Be professional** - when posting, assume your comments are public for all the world to see. If you are representing HEE you should be polite, open and respectful. Make sure that what is said online is consistent with other communications. Try to avoid getting angry or taking comments personally. It can sometimes be helpful to take difficult conversations offline. As outlined in the social media guidelines for civil servants, we must take care about commenting on government policies and practices and should not do so without authorisation. You should avoid commenting altogether on politically controversial issues and avoid making any kind of personal attack or tasteless or offensive remarks to individuals or groups.

- **Confidentiality** – in all cases, confidentiality must be respected. Do not post information which could lead to the identification of someone using HEE’s services, or a colleague, without their permission. Do not disclose personal or business sensitive (protectively marked) information about HEE, our employees, customers or any other stakeholders.

- **Avoiding acronyms** - Sometimes it’s hard to avoid acronyms on social media, but where possible, please try to spell out the words in full. Do what you can on Twitter (we know it’s not always possible), however please do use full spelling on Facebook, LinkedIn, YouTube or other non-Twitter channels.

- **Let’s get personal**– Corporate accounts don’t always have to have corporate speak. It would be great to see a more personal approach at times, so do feel free to tweet about day-to-day activities, let people know who’s tweeting if it’s

appropriate, or think about tweets that are more relaxed. Of course, always remember your audience, use your discretion and if you have any doubt or want to check a tweet, contact your local or programme comms lead, or email digital.communication@hee.nhs.uk.

- **Only share content that you are happy to be public knowledge** - all

postings to social media websites should be considered in the public domain. Therefore, only post comments, videos and pictures which you would be happy to share with any group of friends or strangers. Don't post photographs of people without their permission or use images without consent. Remember once you have published information you cannot guarantee it can be fully removed, and you cannot control how it is shared.

- **Be transparent** - any accounts or profiles which relate to HEE such as those

used by our local offices should be clearly and easily identified as such and should have approval from the HEE communications team.

- **Branding and logos** – under no circumstances should you use HEE's logo or

branding if you are unauthorised to speak on behalf of the organisation. For further information contact the communications team. If you are responsible for a HEE account, the branding must comply with the HEE branding guidelines, found on the intranet. If you're unsure, or have any questions, email hee.comunciations@nhs.net.

- **At work** - only use social networking sites at work for work purposes. If in

doubt, speak to your line manager about whether using social media for your work is appropriate. Remember you are not able to create a social media account specifically for your programme but you are more than welcome to use your personal account to help spread our corporate messages, however please can we ask you to take into account the points outlined in this guide. Still not sure? Why not read the social media guidance for civil servants by clicking [here](#) or contact a member of the communications team.

Would you like social media training? If so we are here to help!

Would you like to know about social media and how you can use this to enhance HEE and our work? If so, contact your local or programme [communications lead](#) for more information.