



# Medvivo Group

## Social Media Policy

Version 4

Medvivo Group Ltd. recognises the importance of Social Media both in a personal and professional capacity. This policy is intended to offer guidelines in the acceptable use of social media and the image that Medvivo Group Ltd strives to portray online.

## Social Media Policy

<b>Date of Implementation:</b>	01.05.2014
<b>Date of Next Review:</b>	01.05.2020
<b>Version:</b>	4
<b>Responsible Executive Director:</b>	Nicky Wood - Director of HR
<b>Author:</b>	Sue Green - HR Manager (Recruitment and Reward)
<b>Policy Location:</b>	Electronic copy available on Medvivo's intranet.
<b>Equality Impact Assessment:</b>	The Equality Impact Assessment screening did not indicate that this policy will have an adverse impact on any person or group in relation to Age, Race / Ethnicity, Gender, Religion, Sexual Orientation or Disability. At this stage it will not be necessary to conduct a full impact assessment. In the event that this policy is reviewed or amended, a further Equality Impact Assessment screen would be recommended.
<b>Policy Status:</b>	This policy does not give contractual rights to individual staff members. The organisation reserves the right to alter any of its terms at any time although we will notify you of any changes.

### Amendments Summary

Version	Date Issued	Page	Subject
2		6 (7.7) Various	Remove reference to THSL Remove reference to Marketing Department throughout document.
3			Annual Review – no changes
4			Annual Review – no changes

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## **1. Introduction**

- 1.1 Medvivo is committed to making the best use of all available technology and innovation to improve the way we do business. This policy offers guidance to all staff to help them to comprehend their responsibilities while using social media and the implications that can arise for both staff members and the organisation if social media is used irresponsibly.

## **2. Policy Statement of Intent**

- 2.1 This policy is intended to provide clear guidance on employees' usage of social media, both in a personal and professional capacity.
- 2.2 Some employees will have clear directives within their job description to engage with social media on behalf of the organisation, this will not, however, be applicable to most staff groups.
- 2.3 This policy is not intended to dictate staff behaviour on social media or to stop staff from using social media sites in their own time, but rather aims to outline staff responsibilities while using social media and the legal implications which can ensue.
- 2.4 This policy aims to enable staff to understand their responsibilities when using social media, and give clarification on what should or should not be electronically posted regarding the organisation.
- 2.5 This policy aims to highlight the potential risks involved when staff post on social networking sites.
- 2.6 This policy, will attempt to enable staff to understand the implications of misusing social media. Staff should be aware that breaching this policy could lead to formal disciplinary action. Further guidance on disciplinary procedure can be found in the Disciplinary Policy and Procedure. Staff should also be familiar with the Data Protection Policy and the Computer Systems Policy.

## **3. Scope**

- 3.1 This policy applies to all employees who work for Medvivo. This includes employees who only use social media outside of their workplace.
- 3.2 This policy also applies to all agency staff, students and volunteers whilst they have a professional relationship with Medvivo Group Ltd.

## **4. Definitions**

- 4.1 Social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum.
- 4.2 Examples of social media sites include: Social Networking sites (Facebook, LinkedIn), Micro-blogging sites (Twitter), Blogs and personal websites, Messaging Boards and Forums, Photo and Video Content Sharing (YouTube, Flickr).
- 4.3 The absence or lack of reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use

their professional judgment and take the most prudent action possible. Consulting with their line manager or communications manager if they are uncertain.

## **5. Principles**

- 5.1 The rise of social media has led to a blur between the personal and professional boundaries of people's lives.
- 5.2 Staff who utilise social media should be aware that improper use or the posting of inappropriate content can damage both their own reputation and that of the organisation.
- 5.3 Staff who have working relationships with both patients and clients, should consider carefully how their actions online could influence their professional and working relationships.
- 5.4 When a member of staff identifies that they work for Medvivo Group Ltd and/or discuss their work on social media sites, they are expected to behave professionally and in a manner that respects our service users, customers, members of the public, work colleagues and the reputation of Medvivo.
- 5.5 Identifying association with Medvivo Group Ltd can include, but is not limited to, stating their place of work as Medvivo Group Ltd, posting pictures of individuals either in uniform or at work, or discussing their work or workplace online.
- 5.6 Even if a staff member does not directly identify themselves as being a Medvivo employee, their link with the Organisation can become known through images on friends' sites, on the official Medvivo site or via simple internet searches.

## **6. Responsibilities**

- 6.1 Staff are strictly forbidden to set up sites that resemble any official Medvivo site.
- 6.2 All Medvivo staff are encouraged to behave courteously online and posting any material which are contrary to the organisation's Equality and Diversity Strategy will be considered as a disciplinary matter.
- 6.3 Log on details for the Medvivo social media sites are located in a secure folder within the Directors' Cupboard.

## **7. Be Responsible**

- 7.1 Employees are responsible for what they write and must exercise good judgment and common sense. They should refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc. Employees must not publish any views which are prejudiced or could be perceived as narrow-minded.
- 7.2 Whether employees are blogging, tweeting or using other social media channels, remember that readers include current clients, potential clients, as well as current, past and future employees. Employees should consider this before publishing, making sure you do not alienate or offend any of those groups.

- 7.3 Employees should understand that the employer can and will monitor the use of social media and social networking websites, even if they are engaging in social networking or social media use away from the office.
- 7.4 Employees should always think twice before sending any email or publishing any comment online. Consider how comments may reflect on the organisation. Good judgment is paramount regardless of whether online comments relate directly to the employees work.
- 7.5 If employees choose to befriend colleagues on Facebook, or other social media sites, they will be responsible for reporting any material or information that may bring the organisation into disrepute.
- 7.6 Staff should seek permission from colleagues before posting personal details or images online which may link them with the organisation. Staff must not post such material if they have been asked by a colleague not to. This content must be removed if requested by an implicated colleague.
- 7.7 The employee, by identifying themselves with Medvivo Group Ltd, Wiltshire Medical Services (WMS) or Medvivo Careline (MCL) are expected to ensure that their profile and all related content is consistent with the manner in which Medvivo Group Ltd would expect of the employee to present themselves to their colleagues, business contacts and service users.
- 7.8 Staff **must not** use social media sites during their working hours or on organisation computers. Failure to observe this may, after investigation, lead to formal disciplinary action.
- 7.9 Accessing social media sites on personal devices should be limited to allocated break times only. Failure to observe this may, after investigation, lead to formal disciplinary action.
- 7.10 Staff should make it clear that opinions posted on social media sites are their own and not those of Medvivo Group Ltd. The use of a disclaimer does not, however, override the requirement to follow all other guidance in this document.
- 7.11 If a staff member associates themselves with Medvivo Group Ltd, in any of the ways mentioned above, they are expected to post under their real name on the internet. This is to promote a culture of honesty and openness, as well as accountability.
- 7.12 If an employee does post under a pseudonym, which is later revealed, all previous posts will also be admissible evidence in any disciplinary investigations or hearings.
- 7.13 Respect copyright and fair use. Always give people proper credit for their work, and make sure you have the right to use something with attribution before you publish.
- 7.14 A breach of any of the above is considered by the organisation to be a disciplinary matter and may result in disciplinary action being taken against the offending employee.

## **8. Disciplinary Action over Social Media Use**

- 8.1 All employees are required to adhere to these guidelines. Employees should be aware that use of Social Media in a way that may be deemed as deliberate or inadvertent misuse which could be a breach of this policy, may lead to disciplinary action under the Medvivo's Disciplinary Policy and Procedure.
- 8.2 Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to Medvivo, may constitute gross misconduct and may lead to action under the disciplinary procedure up to and including dismissal.

## **9. Review**

- 9.1 The HR Manager will be responsible for reviewing the Policy one year after implementation and bi-annually thereafter, although can be reviewed at any time prior due to the fast changing nature of information technology, particularly in relation to electronic communication incorporating aspects such as Social Media

## **10. Associated Policies**

Data Protection and Confidentiality Policy

Disciplinary Policy and Procedure

Equality and Diversity Strategy

Bullying and Harassment Policy

Computer Systems Policy

Medvivo Code of Business Conduct

Workplace Etiquette Guidelines