

## **1. Introduction and who the guideline applies to:**

The University Hospitals of Leicester (UHL) recognises that social networking media is a valuable resource and can develop skills and knowledge. However, the growing popularity of social networking sites has increased the risks of potentially serious legal and professional implications if inappropriately used, even if inadvertently. (UHL B26/2020)

This guideline applies to all professionals working within maternity services using the maternity FaceBook<sup>®</sup> pages as a source of two way communication with the page administrators and aims to make it clear to staff what is acceptable in terms of using Facebook<sup>®</sup> in relation to their employment.

### **Related Documents:**

- [Social Networking Media UHL Guideline UHL ref: B26/2010](#)
- [Information Governance UHL Policy UHL ref: B4/2004](#)
- [Email and Internet Usage UHL Policy UHL ref: A9/2003](#)
- [Information Security UHL Policy UHL ref: A10/2003](#)
- [Personal Information UHL Policy UHL ref: B39/2007](#)
- [Resolution UHL Policy UHL ref: B39/2020](#)

## **2. Guidance:**

### **2.1 Process for joining**

- There should be strict regulation of the process for joining the group and the information allowed on the page
- The Facebook<sup>®</sup> page is designed to enhance effective communication and build positive relationships within the maternity service at UHL. This will allow all staff using it to share:
  - exciting news
  - newsletters
  - learning bulletins
  - lessons learnt
  - service updates
  - development opportunities
  - other key relevant information

- Anyone should be able to find the group by searching for the group name
- A request to join must be sent to the page and approved by the Matron or a ward manager who can verify the identity of the staff member requesting to join
- The group must be a group
- Only members should be able to see information on the page and what other users are posting
- The page must be used only for ensuring staff are fully informed and up to date with current issues or to contribute to service development.
- Administrators should be appointed by a senior manager at Matron level or above
- Information should only be posted by the authorised administrators

## **2.2 Data protection, confidentiality, conduct and professionalism**

- There should be strict regulation of the information that is NOT allowed on the page.
- No patient identifiable information on the page
- No sharing of confidential information inappropriately
- No posting pictures of service users and people receiving care without their consent. Where consent is given appropriate documented consent must be obtained in line with the trust communication team
- There must be no posting of inappropriate comments about service users and people receiving care
- No bullying, intimidating, or exploiting people
- No Inciting hatred or discrimination
- Entries including comments on posts must be not be unprofessional and at all times must be respectful of others.

Further information on protecting your professionalism and reputation can be found on the NMC website in their guidance on using social media responsibly.

## **2.3 Monitoring**

- There should be strict monitoring of the page
- The Maternity Service should undertake routine monitoring of employee usage of all social networking sites in line with its stated information security policy standards. This should include a review of any submissions of content by staff that are not in line with the stated Trust values.
- Staff should be aware that the Trust reserves the right to review and respond to any content submitted by its employees that relates directly to Trust services.
- Regular monitoring of group members should take place by the matron to ensure appropriate people are members of the page

## **2.4 Management of breach of use**

- There should be a process in place should any breach occur
- Anything posted on the Facebook<sup>®</sup> page which is deemed to be offensive, harmful, inappropriate, inflammatory, a breach of any Trust policy, UHL Trust

Values or is damaging to the Trust's reputation will be liable to action under the Trust's Disciplinary Procedure. This can include references to colleagues, staff, managers, patients or visitors either named or unnamed.

- Action under the Trust's Disciplinary Procedure can be at any level up to and including dismissal.

### **3. Education and Training:**

None required

### **4. Monitoring Compliance**

<b>What will be measured to monitor compliance</b>	<b>How will compliance be monitored</b>	<b>Monitoring Lead</b>	<b>Frequency</b>	<b>Reporting arrangements</b>
Complaints or concerns raised in relation to the facebook <sup>®</sup> pages or content posted should be addressed and dealt with by the relevant matron for the area in a timely manner.	Response to datix/complaint raised following	Matron	As occurs	

### **5. Supporting References:**

NMC Guidance on using social media responsibly

<https://www.nmc.org.uk/globalassets/sitedocuments/nmc-publications/social-media-guidance.pdf> (accessed 26/10/22)

### **6. Keywords**

Facebook<sup>®</sup>, Social Media, Communication

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**The Trust recognises the diversity of the local community it serves. Our aim therefore is to provide a safe environment free from discrimination and treat all individuals fairly with dignity and appropriately according to their needs. As part of its development, this policy and its impact on equality have been reviewed and no detriment was identified.**

<b>CONTACT AND REVIEW DETAILS</b>	
<b>Guideline Lead</b> <b>K Williams – Deputy Head of Midwifery</b>	<b>Executive Lead</b> <b>Chief Nurse</b>
<b>Details of Changes made during review:</b> Added to the benefits for the use of social media within maternity services Added recommendations for the strict regulation of the info that is not allowed on the page	