

Social Media Policy	
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Title of responsible committee/department:	Quality and Workforce Committee
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Target audience:	All Employees
Impact Assessment Date:	December 2019
Summary	This policy covers procedures all employees must take in the safeguarding of the reputation of PC24 when using Social Media

Version	Date	Control Reason	Title of Accountable Person for this Version
v1	December 2019	New Policy	HR Department
Reference Documents		Electronic Locations (Controlled Copy)	Location for Hard Copies
Consultation: Committees / Groups / Individual			Date
Quality and Workforce Committee			Dec 2019

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1.0 PURPOSE

Employees of PC24 are likely to be engaged in social media in one form or another, including but not limited to; blogs, forums, social and professional networks and media sharing sites.

This policy provides guidance as to what is considered acceptable and unacceptable usage of social media tools. It is intended that this policy will ensure that all patients and staff, as well as the reputation of PC24, are not adversely affected or compromised through statements made via social media.

2.0 SCOPE OF THE POLICY

This policy applies to all PC24 staff including contractors, agency workers, volunteers and placement workers. It is intended to support staff who access social media connected or unconnected to their work.

3.0 RESPONSIBILITIES

Line Managers

Are responsible for ensuring their staff is aware of this policy and that any misuse of social media is dealt with appropriately.

Human Resources Department

Will deal with any queries on the application or interpretation of this policy, prior to any action being taken and will monitor and review the policy on a regular basis.

Employees

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

4.0 DEFINITIONS

Social Media - is the term used for internet-based tools used on computers, tablets, and smart phones, to help people keep in touch and enable them to interact. It allows people to share information, ideas, views, photographs and videos.

5.0 SOCIAL MEDIA POLICY PROCEDURES

PC24 respects the freedom of speech of all its employees. However, we have to keep in mind that websites and social media are public spaces and the content you post will be available to the public. Any employee's comments can be seen as a reflection of the organisation.

5.1 Use of Social Media at Work

You must not access social media sites or apps during your working hours, with the exception of agreed breaks. If you bring your own personal mobile into work, you must limit your use of the device to official rest breaks, such as lunch.

The exception to the above, is if you are required to access social media sites for business purposes and do so in agreement with your Line Manager.

5.2 Personal use of Social Media by Staff

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

Before you join a conversation or produce content, consider the impact your comments or content, might have on your personal and professional reputation.

Whilst using social media you must not:

- Publish material which brings PC24 into disrepute, or could negatively impact the reputation of staff, patients, the services we provide or our partners
- Never publish information about PC24, its patients or staff which may be considered as libellous, defamatory, distasteful, offensive, disruptive, harassing, indecent, intimidating, discriminatory, racist or obscene
- Create any content on behalf of the organisation, or use PC24's name, or logo, unless expressly permitted
- Discuss any work-related issues and complaints which may potentially damage the reputation of PC24 and/or any of its staff, or breach data protection legislation

If you ever see negative or deceptive comments about PC24, its patients, or staff on-line, notify your Line Manager immediately. Do not comment without prior authorisation.

You are not obliged to friend, follow, or link with colleagues, patients or stakeholders on your personal social media accounts. If you are sent inappropriate messages or remarks from colleagues, patients or anyone connected with PC24, please report this to your Line Manager.

5.3 Governance

All breaches or suspected breaches of this policy should be reported to your Line Manager. These will be investigated in line with PC24's Disciplinary Policy and/or Dignity at Work Policy as appropriate.

6.0 RELATED POLICIES

Disciplinary Policy PC24POL14

Dignity at Work Policy PC24POL118

Raising a Concern (Whistleblowing) Policy PC24POL102

7.0 MONITORING COMPLIANCE

The HR department will monitor the number of issues raised by staff members in relation to the misuse of social media.

8.0 INFORMATION, INSTRUCTION AND TRAINING

All new starters will be made aware of this policy and how to access it during induction.

All Managers will be provided with the relevant HR support when applying this policy.

9.0 EQUALITY AND HEALTH INEQUALITIES

PC24 is committed to an environment that promotes equality and embraces diversity in its performance as an employer and service provider. It will adhere to legal and performance requirements and will maintain equality and diversity principles through its policies, procedures and processes. This policy has been implemented with due regard to this commitment. To ensure that the implementation of this policy does not have an adverse impact in response to the requirements of the Equality Act 2010 this policy has been screened for relevance during the policy development process and a full equality impact analysis conducted where necessary. PC24 will take remedial action when necessary to address any unexpected or unwarranted disparities and monitor practice to ensure that this policy is fairly implemented.

10.0 PERSONAL INFORMATION

This policy complies with the Data Protection Act 2018, therefore no Privacy Impact Assessment is necessary

11.0 MAIN REFERENCES

Human Rights Act 1998
Data Protection Act 1988



Equalities and Health Inequalities – Screening Tool

Version number: V1

First published: November 2016

To be read in conjunction with Equalities and Health Inequalities Analysis Guidance, Quality & Patient Safety Team, Urgent Care 24, 2016.

Prepared by: Quality & Patient Safety Team.

Introduction

The purpose of this Screening Tool is to help you decide whether or not you need to undertake an Equality and Health Inequalities Analysis (EHIA) for your project, policy or piece of work. It is your responsibility to take this decision once you have worked through the Screening Tool. Once completed, the Head of your SDU or the Quality & Patient Safety Team will need to sign off the Screening Tool and approve your decision i.e. to either undertake an EHIA or not to undertake an EHIA.

The Quality and Patient Safety Team can offer support where needed. It is advisable to contact us as early as possible so that we are aware of your project.

When completing the Screening Tool, consider the nine protected characteristics and how your work would benefit one or more of these groups. The nine protected characteristics are as follows:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex
9. Sexual orientation

A number of groups of people who are not usually provided for by healthcare services and includes people who are homeless, rough sleepers, vulnerable migrants, sex workers, Gypsies and Travellers, Female Genital Mutilation (FGM), human trafficking and people in recovery. Urgent Care 24 will also consider these groups when completing the Screening Tool:

The **guidance** which accompanies this tool will support you to ensure you are completing this document properly. It can be found at: <http://extranet.urgentcare24.co.uk/>

Equality and Health Inequalities: Screening Tool

A

General information

A 1	Title: What is the title of the activity, project or programme? Social Media Policy		
A2.	What are the intended outcomes of this work? To explain the rules and expectations of PC24 in relation to Social Media		
A3.	Who will be affected by this project, programme or work? All staff		
B	The Public Sector Equality Duty		
B 1	Could the initiative help to reduce unlawful discrimination or prevent any other conduct prohibited by the Equality Act 2010? If yes, for which of the nine protected characteristics (see above)?		
	Yes		
	Summary response and your reasons: This policy may potentially reduce the risk of discrimination against all protected characteristics on social media		
B 2	Could the initiative undermine steps to reduce unlawful discrimination or prevent any other conduct prohibited by the Equality Act 2010? If yes, for which of the nine protected characteristics? If yes, for which of the nine protected characteristics?		
		No	
	Summary response and your reasons: See above		
B 3	Could the initiative help to advance equality of opportunity? If yes, for which of the nine protected characteristics?		
	Yes		
	Summary response and your reasons: The detail of the policy explains the responsibilities all staff members have in relation to social media and what is not considered acceptable		
B 4	Could the initiative undermine the advancement of equality of opportunity? If yes, for which of the nine protected characteristics?		
		No	
	Summary response and your reasons:		
B 5	Could the initiative help to foster good relations between groups who share protected characteristics? If yes, for which of the nine protected characteristics?		
	Yes		
	Summary reasons: The detail of the policy explains the responsibilities all staff members have in relation to social media and what is not considered acceptable		

B 6	Could the initiative undermine the fostering of good relations between groups who share protected characteristics? If yes, for which of the nine protected characteristics?		
		No	
	Summary response and your reasons:		
C	The duty to have regard to reduce health inequalities		
C 1	Will the initiative contribute to the duties to reduce health inequalities?		
	Could the initiative reduce inequalities in access to health care for any groups which face health inequalities? If yes for which groups?		
		No	
	Summary response and your reasons: N/A		
C 2	Could the initiative reduce inequalities in health outcomes for any groups which face health inequalities? If yes, for which groups?		
		No	
	Summary response and your reasons:		
D	Will a full Equality and Health Inequalities Analysis (EHIA) be completed?		
D 1	Will a full EHIA be completed? Bearing in mind your previous responses, have you decided that an EHIA should be completed? Please see notes. ¹ Please place an X below in the correct box below. Please then complete part E of this form.		
			No
E	Action required and next steps		
E 1	If a full EHIA is planned: Please state when the EHIA will be completed and by whom. Name: Date:		
E 2	If no decision is possible at this stage: If it is not possible to state whether an EHIA will be completed, please summarise your reasons below and clearly state what additional information or work is required, when that work will be		

¹ Yes: If the answers to the previous questions show the PSED or the duties to reduce health inequalities are engaged/in play a full EHIA will normally be produced. No: If the PSED and/or the duties to reduce health inequalities are not engaged/in play then you normally will not need to produce a full EHIA.

	<p>undertaken and when a decision about whether an EHIA will be completed will be made.</p> <p>Summary reasons:</p> <p>Additional information required:</p> <p>When will it be possible to make a decision about an EHIA?</p>
E 3	<p>If no EHIA is recommended:</p> <p>If your recommendation or decision is that an EHIA is not required then please summarise the rationale for this decision below.</p> <p>Summary reasons:</p>

<i>F</i>	<i>Record Keeping</i>		
Lead originator:	P Mullen	Date:	Nov 2019
Director signing off screening:		Date:	
Directorate:		Date:	
Screening published:		Date:	