

## Employee Policy Communications

### 1. Policy Statement

NHSBT is continually striving to realise our ambition – to be demonstrably the best organisation of our type in the world. To do this we need to embrace new opportunities and technologies that allow us to meet this challenge in current and more advantageous ways. Social media gives us an opportunity to actively engage with a huge and global online audience in a more dynamic way.

Social media is an open public forum and should be used responsibly and appropriately by all NHSBT employees and contractors/temps etc. This policy presents clear and practical guidance for accessing social networking sites and webmail on a personal and professional basis. This means in the workplace and outside work where you may be identified as an NHSBT employee. This policy is for you if you work for NHSBT in **any** capacity, and have a personal presence on any social networking websites.

You may access social media sites and webmail services on work premises for your own use, reasonably, and in a manner that does not interfere with your work, that is not inappropriate or excessive.

NHSBT recognises that social media and webmail sites provide a useful tool for you to communicate for work and personal purposes and therefore we do not restrict access to these sites. The lines between public and private, personal and professional can become blurred on social media networks and private email. You therefore need to be aware of the potential risk to NHSBT of disclosing official information, without proper authority, into a public forum where you can be identified as an NHSBT employee. It is recommended that people should not identify themselves as NHSBT employees on social media channels. If you have any query or concern regarding this you should contact the press office for clearance.

### 2. What is social media and webmail?

Social media is a broad term commonly given to Internet and mobile-based channels and tools that allow users to interact and share opinion and content, eg Facebook, Twitter, YouTube. It involves the building of communities or networks and encourages participation and engagement. (Chartered Institute of Public Relations).

Webmail is an email service intended to be primarily accessed via a web browser and on the internet e.g. Gmail, Yahoo, Outlook.com.

#### What should I consider when using Social Media?

- Have a clear idea of your personal reasons for using social media (keeping in touch, socialising, chatting, sharing images and videos, campaigning, political motivation, organising events etc). Images and videos should not be uploaded from NHSBT hardware. This could put the NHSBT network at risk.
- It is recommended that, unless you use social media solely for work purposes, that you create separate profiles for work and personal use. Should you use one account for both, it is suggested that you consider using the disclaimer: **“These are my own views and not that of NHSBT”** or do not place your employment with NHSBT on social media accounts.

- Act as an ambassador of the Service and ensure that the reputation of NHSBT is not at risk by anything you post which can be traced to you.
- Always consider confidentiality in relation to NHSBT, its employees, stakeholders and partner, donors and any members of the public who have access to our services.
- Only disclose and discuss publicly available information. Eg if you want to support blood or organ campaigns then share on our official social media channels as listed at the end of this document.
- Consider posts and interactions carefully to ensure there are no negative consequences for NHSBT. This is different if you declare yourself as an employee of NHSBT. Eg an anonymous account might be a more appropriate way to disagree with government/policy than one from an employee. Cases have been brought against people in this way who have discredited the organisation they work for publicly.
- Be aware that posts can be traced and are visible long after they have appeared in a live feed.
- Remember that knowingly posting defamatory comments about colleagues, donors, customers and anybody linked to your work posted will be considered in any potential investigation into misconduct.
- Respect copyright and therefore credit others' work.
- Please do not represent NHSBT unofficially in any way on social media sites. We must ensure the public voice of NHSBT is consistent and maintained.
- If you wish to promote NHSBT discuss this first with the Communications team (via the social media team at [socialmedia@nhsbt.nhs.uk](mailto:socialmedia@nhsbt.nhs.uk)).
- Never offer unsolicited advice to donors about donation issues on NHSBT and personal social media accounts.
- Never post anything about operational issues, for example during a challenge to business continuity such as a flood or falling blood stocks, as this can escalate and very quickly become a reputational issue and leave patients/donors and our customers worried and jeopardise the organisation's ability to effectively manage the situation. Communication with these groups needs to be centrally managed during any crisis.

Should you have any questions or concerns relating to Social media, please contact the social media team on [socialmedia@nhsbt.nhs.uk](mailto:socialmedia@nhsbt.nhs.uk) or call 01923 366817 during 9am-5pm.

### 3. NHSBT Social Media Sites

[www.facebook.com/nhsblood](http://www.facebook.com/nhsblood)

[www.facebook.com/organdonationuk](http://www.facebook.com/organdonationuk)

[www.twitter.com/GiveBloodNHS](http://www.twitter.com/GiveBloodNHS)

[www.twitter.com/NHSBT](http://www.twitter.com/NHSBT)

[www.twitter.com/@NHSOrganDonor](http://www.twitter.com/@NHSOrganDonor)

<http://www.youtube.com/user/nhsbtorgandonation>

<http://www.youtube.com/user/NHSgiveblood>

[http://www.flickr.com/photos/nhsbt\\_news/](http://www.flickr.com/photos/nhsbt_news/)

<http://www.flickr.com/photos/nhsblood>

## 4. Link to other Policies and Documents

Code of conduct

[http://nhsbtweb/document\\_store/code\\_of\\_conduct.pdf](http://nhsbtweb/document_store/code_of_conduct.pdf)

NHSBT Equality & Diversity Policy

[http://nhsbtweb/document\\_store/equal\\_ops\\_code\\_practice.pdf](http://nhsbtweb/document_store/equal_ops_code_practice.pdf)

NHSBT Email and Internet Use Policy

[http://nhsbtweb/group\\_services/business\\_transformation\\_services/service\\_catalogue/information\\_security/acceptable\\_use\\_policy.pdf](http://nhsbtweb/group_services/business_transformation_services/service_catalogue/information_security/acceptable_use_policy.pdf)

NHSBT Information Systems Acceptable Use Policy

[http://ndcsb217:8088/upload/controlled\\_documents/POL19.DOC](http://ndcsb217:8088/upload/controlled_documents/POL19.DOC)

## 5. Policy Approval and Review

Policy version	UCD/Comms/SM/001v1.0
Title	Social Media & Webmail Policy
Approved by SPC	October 2013
EIA completed	27 <sup>th</sup> November 2013
This document replaces	NEW
Effective Release Date	6 <sup>th</sup> December 2013
Review Date	6 <sup>th</sup> December 2014
Author	Mamta Ruparelia
Filepath	G/HR/HR/Everyone/Policies
Distribution	All Staff and Managers; available on the Intranet