

Social media acceptable use guidance.

CTMUHB's approach to the management of social media and online activity.

CTMUHB uses social media platforms, such as X (formerly Twitter), Facebook, LinkedIn, and YouTube to provide information to people that use our services, their carers and the wider public. We welcome comments and engagement with our posts and the digital content we post on our social media accounts.

The health board's communications team manages the platforms, alongside admin staff from our services. These staff are not medical professionals or clinicians. If you need help from a specific health board service you should get in touch directly using the contact details you have been given or find these on our website. If you have a health emergency, call 999 (see more below).

We understand that people may have different views and experiences they want to share on social media and respect your right to do so. We also have a duty of care to our staff and to others that follow and interact with our posts.

We will act if posts or content are interpreted as:

- Defamatory, slanderous, misleading, or false
- Abusive or threatening – this includes swearing, adapted spellings with the same meaning, etc
- Intimidatory towards our staff or other platform users
- Mentioning a staff member or service user by name, making them identifiable to others, in a way that is intended to harass or intimidate
- Preventing or staff from being able to carry out their work safely
- Containing allegations against staff or other service users
- Inciting hate crime or using hate crime words (see below)
- Obscene, profane, or sexually-explicit
- Discriminatory in any way
- Promoting illegal activity
- Promoting individual products or services
- The same message posted many times, known as 'spamming'
- Controversial, irrelevant, and off-topic, known as 'trolling'.

The action we will take

If your content falls into the categories listed above, the health board may take steps to hide or delete the post or limit your ability to post content to our platforms. Our approach will be to:

Respond to your content and/or direct message. We will explain the reason we deem the post to be inappropriate and ask you to remove the post.

If you do not respond in a timely manner, we will block your access to our social media accounts. We will let you know before we do this.

In serious cases involving allegations against staff or if the content is part of an investigation, we will have no option but to immediately remove the comment.

If we see frequent posts and comments from any single user that are deemed as inflammatory, misleading, controversial or which may cause distress to our staff or other people, we will take immediate action to block your account. We cannot guarantee you will be alerted prior to us taking this action. We will take the same action against accounts which we have reasonable cause to believe are from the same user.

In some cases, including when we believe there may be a safeguarding risk, we may take action to make a copy of the content and save this offline. We will store these in line with GDPR guidelines and, if appropriate, may share these with safeguarding services, the police or partner organisations.

Personal cases

We take patient confidentiality very seriously. It is not appropriate for the health board to discuss information about a patient's care on social media platforms, even if the post relates to your own care. If you want to discuss your care or the care of someone for whom you are responsible we would encourage you to talk directly to the relevant service. You can find the contact details for services on this website. If you wish to discuss your care or treatment, or make a complaint, you can do this by contacting our [patient experience team](#).

Hate crime

Hate crime is defined as any incident that is perceived by the victim (or any other person) as being motivated by prejudice or hate towards their actual or perceived social identity. The law recognises five types of hate crime based on:

- Race
- Religion
- Disability
- Sexual orientation
- Transgender identity

When we monitor our social media platforms

We monitor our social media between the hours of 9am to 5pm Monday to Friday.

We may not respond to questions outside these hours even if we are posting from our accounts.

What to do in a health emergency

If you or someone you are with is experiencing a medical or mental health emergency **do not use social media** to contact us. Call 999 and ask for the appropriate service.