

Social Media Policy

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Purpose

This policy concerns every Newcross employee that creates, maintains, or interacts with any form of social media account, business network profile or blog, whether on a personal level or on behalf of Newcross Healthcare Solutions.

Introduction

Social media, online networking and blogging are now established channels of communication, and as such, Newcross Healthcare encourages employees to embrace them and utilise them. However, as with any form of communication, the nature of the information being transmitted must be carefully considered.

Every comment, tweet and status update can remain in the public domain indefinitely. It's imperative that confidential, personal data is not shared on these channels, regardless of how insignificant you may think it is.

This policy clearly sets out the professionalism and conduct expected of every Newcross employee when engaging in online networking and defines activities that should and should not be entered into.

Protocols for Social Media Use

The image you project through the content you post, share and engage with on any social media channels has the potential to adversely reflect on the image of Newcross.

You should always:

- **Think twice.** You should use mature discretion in all communications in social media. If you are ever in any doubt about whether or not to post something, do not post it.
- **Know your obligations.** You must comply with other Newcross policies when using social media. For example, you should be careful not to breach the Newcross confidentiality policy.
- **Show respect to all.** You should be respectful of Newcross and your fellow employees. Derogatory comments are always wrong.
- **Add value** by posting and sharing content that is helpful, informative and is of interest to the audience.

Under no circumstances should you ever:

- Swear, use racist or defamatory language
- Make derogatory comments about Newcross or any of its employees, clients or associates
- Make libellous, harmful or deliberately misleading statements
- Post or share content that is offensive, pornographic or likely to cause distress to any individual or organisation
- Disclose confidential company, client or employee information including financial information, trade secrets or anything that may impede any legal proceedings
- Breach copyright regulations or infringe trademarks of other organisations

Using Social Media Outside Work

You are welcome to identify yourself an employee of Newcross Healthcare and state your job title on your social media profiles. However, whether you decide to do this or not, you are still an employee of the business and as such your comments and profile content should always adhere to the guidance provided in section 2 of this document.

You should:

- It is always inappropriate to connect with clients or patients on any social media used in a personal capacity.
- **Use a disclaimer.** When using social media for personal purposes, you must not imply you are speaking for Newcross. Avoid using a Newcross e-mail address, logo or other brand identification.

Make it clear that what you say is representative of your personal views only. Where possible, you should include a standard disclaimer, such as: "Statements and opinions here are my own and don't necessarily represent the policies or opinions of Newcross".

- **Only make use of social media in your break times.** It's not appropriate to engage in personal social media during work time, you should confine this activity to your break time.
- **Be mindful that you are at all times a Newcross employee.** The content you post, share and engage with reflects directly on you as a Newcross employee. Do not engage in activities that could reflect poorly in the business or your reputation as Newcross employee, regardless of whether you identify yourself as working for Newcross or not.

Using Social Media for Communication at Work

When you engage with users on social media profiles on behalf of Newcross as part of your job, it's important to remember the following points:

- **Consistency of tone.** Double check your content before you post it to make sure it fits with the Newcross vocabulary and tone. Make sure you're speaking in an informative, polite and friendly (but not informal) tone at all times.
- **Check your spelling and grammar.** Inaccuracies and spelling and grammar cause a devaluing of our brand and reputation. Make sure you avoid any errors by proofing before you post. If you can, ask someone to check your content before you post.
- **Share relevant content in a timely manner.** Engage, share and comment on content posted by the main Newcross Healthcare business profiles. This helps us grow our reputation online, but also helps positively impact our organic search engine exposure (to a certain degree).
- **Support the Newcross brand guidelines.** All communications, creative and branding should uphold the Newcross brand guidelines.

Guidance for Employees using Social Media at Work

Remember that the social media channels operated by the business are a way of building our brand by providing useful and timely communication.

Once use of this platform has been agreed, your page will be created for you with Newcross branding and profile information. You will be set up with administrator privileges and will be expected to manage the page, including ensuring that you arrange cover with the Marketing & Communications team if you are going to be on leave from the business for any period.

You should:

- **Be helpful, approachable and grateful.** Be friendly, open and honest when interacting on social media channels. Do not be defensive or rude. Try to answer questions and solve problems whenever possible, and say thank you whenever you receive a compliment.
- **Admit mistakes quickly and honestly.** If you make a mistake in any of the content you post on social media, simply post again apologising for the error as soon as you notice it. If someone else points it out, acknowledge it, thank them for their help and seek to amend the error. This can be done either by adding an addendum to a blog, or a comment to a Facebook post, or a follow-up tweet.

- **Be prepared for a two-way conversation.** Social media is a communication channel in the same way as the telephone is. People will make comments and expect a timely response, therefore you need to monitor your social media channels frequently and at least twice a day and ensure all comments are responded to within 24 hours (excluding weekends).
- **Admit when you don't know.** If someone asks a question you don't know the answer to, you must either respond to let them know that you will find out, or direct them to a department that can help. E.g. if you have a query about something to do with a staff member's wages – give them the details of the payroll team and ask them to make contact directly.
- **Be mindful of disclosing confidential data.** If any employee or client shares confidential data either about themselves or client, you must remove the comment and message the individual to let them know why their comment has been removed. Equally, if an employee or client asks a question, the answer to which requires the disclosure of confidential data, you may not post this on social media. Instead, reply to the comment letting the individual know you will contact them privately.
- **Handle antagonists with respect.** It's inevitable that there will be comments or posts made that are complaints, criticisms or general negativity directed at Newcross through social media. You should acknowledge the comment, and if necessary, contact the person in private to discuss. Treat the person with respect, listen to what they have to say, ask questions to help understand their issue and then make sure that feedback is followed up with your manager. Do not delete the original comment unless it contravenes any of the guidance in this policy.

You may not set up any additional Newcross Healthcare branded or titled social media profiles without prior permission. If you see a business need for a new social media property, you should first address it to the Head of Marketing and Communications > Senior Social Media & Content Manager.

Guidance for Managers on all Social Media Use

Contact from employees, clients and prospects through social media channels is as valid a form of contact as a telephone call or email, and should be treated as such.

If you notice any employees who are using social media outside the remit or in contravention of the guidance in this policy, it is up to you raise this in line with the disciplinary policy or as part of their appraisal, depending on the severity of the contravention.

Specific Guidance for Facebook

Make sure you post a variety of different types of content including status updates, pictures, links to jobs and other useful content.

If you choose to post a photo that you have taken, it must meet the photo composition guidelines including staff members adhering to our uniform policy or in smart business wear, and where possible, with Newcross branding in the shot.

If you allow users to post to the wall of your page (as opposed to just commenting on existing status'), you must act as a moderator and determine if the content is suitable to remain on the wall. If not, you must hide it and contact the user to let them know why it's inappropriate.

Specific Guidance for Twitter

- Be succinct, you only have 140 characters including spaces and links in order to convey your message
 - Avoid using shortened terms or acronyms e.g. thx or lol
- If you choose to include a hashtag in your tweet, check what other content is appearing in that conversation and make a judgement on whether it's appropriate for us to be included in that stream
 - Follow people back who are relevant. Avoid following back spam-style accounts
- Direct messages can only occur on twitter if both parties follow each other, so if you ask someone to direct message, you must follow each other

How To Get Support

If you are ever in any doubt about how to post, share or respond to a comment, we urge you to contact the marketing and communications on:

Email: toby.gavin@newcrosshealthcare.com

Tel: 07710 096089

If you receive any contact from a journalist or media professional that wishes to obtain a comment from yourself or from Newcross Healthcare Solutions, you must refer them to the Head of PR & Communications on the above contact details.

Raising Concerns

If you have a grievance or are unhappy about any aspect of this policy and how it will affect your work or personal life, you should first raise this with your line manager.

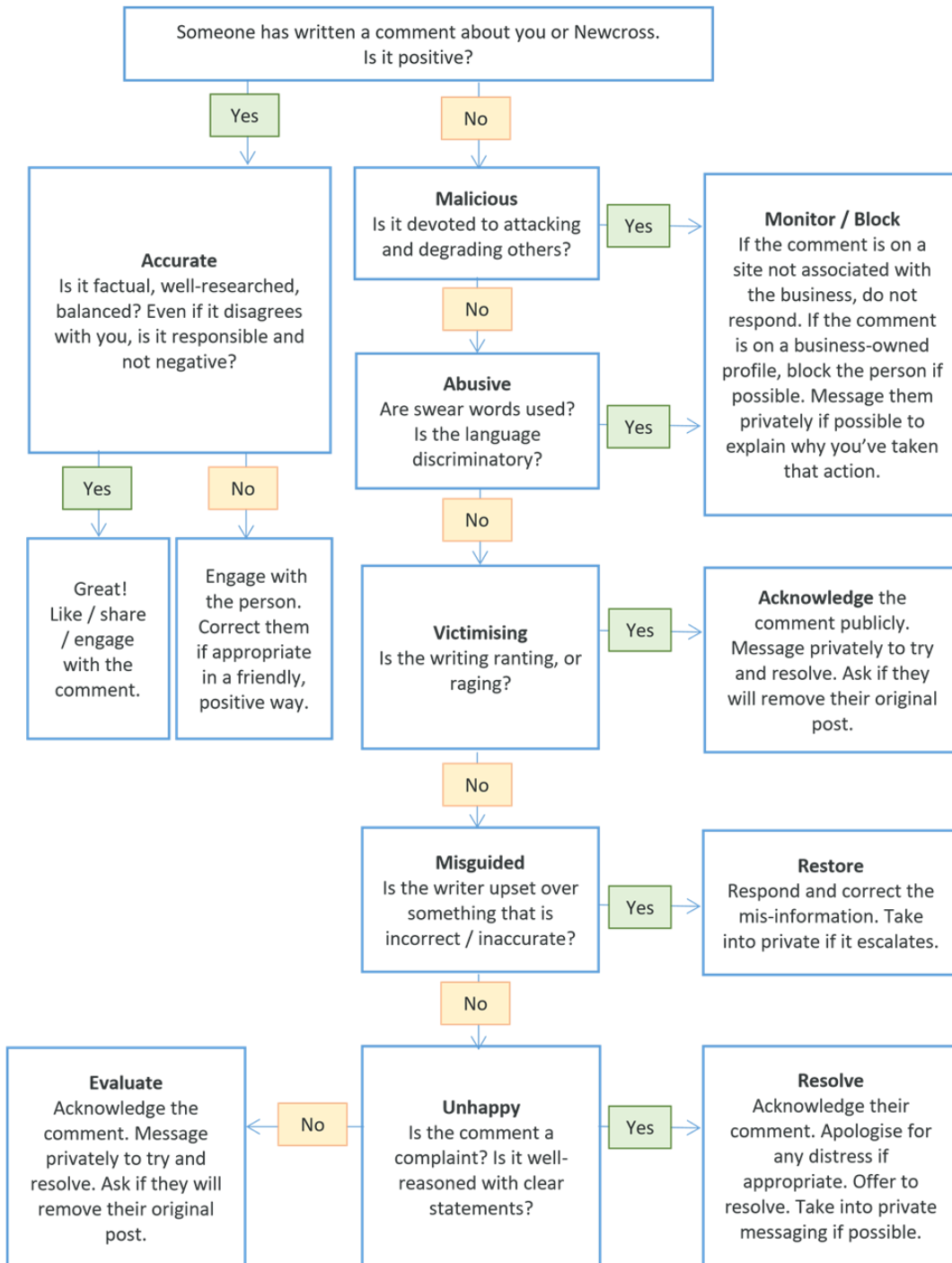
Contravention

Newcross employees are required to adhere to this policy at all times and serious contravention will result in action being taken in accordance with the Disciplinary Policy (POL 201). Serious breaches may be treated as Gross Misconduct, which will usually result in immediate dismissal without notice or payment in lieu of notice. Examples of which are as follows however this list is not exhaustive and each case will be assessed on its on merit:

- Swear, use racist or defamatory language
- Make derogatory, defamatory, rude, threatening or insulting comments about Newcross or any of its employees, clients or associates
- Use Social Media to lower the reputation of Newcross, or of any of its employees, clients or associates
 - Make libellous, harmful or deliberately misleading statements
- Post or share content that is offensive, pornographic or likely to cause distress to any individual or organisation
- Disclose confidential company, client or employee information including financial information, trade secrets or anything that may impede any legal proceedings
- Breach copyright regulations or infringe trademarks of other organisations

Responding to Comments Online

We recommend to not engage with comments of a negative nature online and instead alert the marketing and communications team. If you do feel the need to engage please follow the guide below.



Version Control Log

Date of Amendment(s)	Details of Amendment(s)	Reason for Amendment(s)	Version	Amendment(s) Made By	Signed off By

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