

Social Media Policy

Document Control	
Title:	Social Media Policy
Version Number:	V1.0
Lead(s) Job Title:	Digital Care Coordinator
Reviewed By:	PCN Senior Management Team
Ratified By:	PCN Board
Date Ratified:	20th November 2025
Date Issued:	9th December 2025
Review Date:	20th November 2026

Contents

Purpose	3
Scope	3
Patient Expectations	3
Staff Expectations	4
Monitoring & Review	

Purpose

This policy sets out the standards and expectations for the appropriate use of social media by staff, partners, contractors, representatives and patients of Nuneaton & Bedworth PCN. It aims to:

1. The purpose of this policy is to provide a standardisation for the usage of social media across Nuneaton & Bedworth Primary Care Network (PCN) and the 11 member practices. It will ensure that the PCN staff and patients of the member practices in Nuneaton & Bedworth are not brought into disrepute, by protecting the PCN and Member Practices reputation and integrity, as a result of the inappropriate use of social media.
2. The social media platforms this policy relates to are Facebook, YouTube & LinkedIn. Any other social media accounts associated with the 11 member practices of Nuneaton & Bedworth Primary Care Network will adhere to their own practice social media policies. Nuneaton & Bedworth PCN also host a corporate website.
3. Both social media accounts and the website host a range of useful information for our patient population. We encourage responsible and effective use of social media for engagement, education, and communication.
4. Nuneaton & Bedworth PCN has a responsibility to implement processes that maintain patient confidentiality and safeguard staff & vulnerable patients. Ensuring compliance with confidentiality, data protection, and professional standards. You can help us achieve this by adhering to the code of conduct outlined in this Policy.

Scope

This policy applies to:

1. All Nuneaton & Bedworth PCN employees, GP partners, PCN staff, patients, and contractors.
2. Any official Nuneaton & Bedworth PCN-branded social media accounts.
3. Personal use of social media where it could reasonably be linked to Nuneaton & Bedworth PCN or impact its reputation.

Patient Expectations

1. Patients are not permitted to take photographs or any media recordings in any of the PCN activity groups or areas where other patients are present. Photographs or media recordings of any staff members are not permitted unless by gaining prior consent.
2. Patients should not use any social media platform to make or cancel appointments, share medical information with the PCN or contact a member of staff, as this is not secure. Any such contact with the PCN should be via appropriately confidential and

routine communication methods. Medical information should only to be directed to the patient's member practice.

3. Patients must not post comments on social media that identify staff who work at the PCN.
4. Patients must not post any material that is inaccurate, threatening, obscene, defamatory, or unlawful. Any such posts on the PCN Facebook page and/or other social media platform that are deemed to pertain such content, or mention a staff members name will be deleted by the PCN and/or reported to the applicable media platform.
5. Derogatory and offensive comments about our team will not be tolerated on any social media platform. The Malicious Communications Act 1988 and the Communications Act 2003 make it an offence for a patient to send online messages or posts that contain threats, grossly offensive, obscene, menacing, or false information, where the sender's intention is to cause the recipient distress or anxiety. Legal advice will be sought, and the appropriate action taken against any individual who posts defamatory comments.

Staff Expectations

1. Not to bring Nuneaton & Bedworth PCN into disrepute.
2. Bullying behaviours online will not be permitted, please refrain from behaviours that could be construed as bullying towards colleagues.
3. Maintaining confidentiality as you would within the workplace setting.
4. Be mindful when posting of your colleagues, you may have colleagues as 'friends' on your personal accounts.
5. Also be mindful of what you post personally, for example reporting sick then posting something online which could show you as being well. Management could be informed and dealt with as per the PCN HR Policies.
6. Staff should be mindful of posting that they are employed by the PCN on their personal social media. Not only does this reduce the risk of you bringing the PCN into disrepute, it also reduces the likelihood of you being contacted inappropriately by patients, etc.
7. You should think carefully about what kind of information you choose to share and with whom, possible adjustments to your privacy settings should be considered.
8. Staff must not register for personal social media accounts with their nhs.net email address or use their work mobile/landline number to create accounts.
9. The PCN understands that employees may wish to use their own mobile devices while they are at work. Employees must limit their use of social media on their own equipment to lunch times.
10. The internet is constantly changing so it is not possible to cover all circumstances that may occur. PCN staff who use social media are required to exercise proper judgement, act professionally and consider the appropriateness for any information or image they post in advance of posting it.
11. When posting on social media sites, there should be no expectation of privacy, regardless of your privacy settings applied to individual accounts. Content posted to, and opinions expressed via social media must be considered to be on the public domain.

12. Ensure that your privacy settings are set so that personal information you may not want to share is not available to your colleagues or members of the public.
13. Consideration to have a neutral picture of yourself as your profile image.
14. Any correspondence relating to the PCN should be actioned directly from the PCN social media accounts and not personal.
15. The PCN and its members of staff are to gain permission from patients prior to using any photographs or media recordings from PCN activity groups or where other patients are present.
16. Any third-party organisation that work in conjunction with Nuneaton & Bedworth PCN must obtain consent from patients within their content forms and share this with Nuneaton & Bedworth PCN. Nuneaton & Bedworth PCN may then share the third-party media content accordingly.

Monitoring & Review

- This policy will be reviewed annually or sooner if national guidance, legal requirements, or operational needs change.
- Nuneaton & Bedworth PCN reserves the right to monitor official accounts for compliance

Appendix – Consent Form

Consent form has been created in MS Forms for accessibility of all PCN Staff where the form is required.

Link: <https://forms.cloud.microsoft/e/1vrgjtsC63>