

# NHS WEST NORFOLK CLINICAL COMMISSIONING GROUP

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## SOCIAL MEDIA GUIDE

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**Revision History**

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**Approvals**

This document requires the following approvals either individual(s), group(s) or board.

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## **1.0 Introduction**

The Social Media Guide has been produced to assist West Norfolk Clinical Commissioning Group (WNCCG) with the use of social media.

## **2.0 Social Media**

The @WestNorfolkCCG Twitter account and WNCCG Facebook page are managed by the Communications Manager of the Clinical Commissioning Group, on behalf of colleagues across the Clinical Commissioning Group.

### **2.1 Availability**

We will update and monitor our Twitter and Facebook accounts during office hours, Monday to Friday. We accept no responsibility for lack of service during Facebook/Twitter downtime.

### **2.2 Postings/Tweets**

If you follow us on Twitter and Facebook you can expect postings covering some or all of the following:

- Alerts about new content on our other communication channels (our website, Facebook, publications, Ministerial speeches, publicity campaigns etc)
- Invitations to provide feedback on specific issues on which we are consulting
- Information from our GP clinical leads and senior management team about what they're doing
- Occasional live coverage of events

### **2.3 Following on Twitter/Liking on Facebook**

WNCCG will follow Twitter users and other Facebook pages which are relevant to the organisation. These include other NHS organisations, health professionals, voluntary organisations, other relevant public sector organisations, charities (this list is not exhaustive). We do not automatically follow/like people back if they follow/like us. Being followed/liked does not imply endorsement of any kind.

We will cease to follow/like any users whose Tweets/postings contain profanity or defamatory comments.

### **2.4 @Replies and Direct Messages**

We welcome feedback and ideas from all our followers, and endeavour to join the conversation online where possible. However, we are not able to reply individually to all the messages we receive via Twitter or Facebook.

We will read all @replies and Direct Messages and ensure that any emerging themes or helpful suggestions are passed to the relevant people in the Clinical Commissioning Group.

We cannot engage on issues of party politics or answer questions which conflict with data protection policy.

The usual ways of contacting West Norfolk Clinical Commissioning Group are detailed in the 'Contact Us' section of our website.