Online Engagement Policy

1. Purpose of this policy

This policy outlines how Healthwatch Sutton will use its websites and social media sites to engage local stakeholders in its work.

HWS defines online engagement as any individual interaction with its website, or with content it posts on social media sites.

It is important that HWS manages how it communicates with people online to build its brand identity, reputation and manage any risks.

2. How online engagement will be undertaken

Online engagement tools will be used with a clear purpose to target specific stakeholder groups with clear, consistent messages in line with Healthwatch Sutton's Communications and Engagement Strategy.

All online engagement will be undertaken in line with the agreed policies and procedures of the organisation.

The objectives of online engagement include:

- Reaching more people with Healthwatch Sutton's messages, and encouraging use of the resources that will be hosted on HWS website.
- Picking up intelligence and trends to help HWS understand how people experience health and social care in Sutton, and nationally.
- Encouraging local people to tell HWS about their experiences.
- Encouraging local organisations to help promote HWS and get involved with our work.
- Letting stakeholders know about health and social care consultations and other opportunities to share experiences of health and social care.
- Providing information to help people make informed choices about their health and social care services. This may include promoting key public health messages.
- Letting people know where HWS has made a difference.

3. Setting up organisational social media profiles

Healthwatch Sutton will use a range of social media platforms to communicate with different groups in the community.

Different social media sites have different core user profiles. HWS will target content to ensure messages are clear, consistent, relevant and timely to the audiences that use those sites.

HWS will monitor the social media tools that are most effective at engaging with different sections of the population and develop and maintain profiles to meet the strategic aims of the organisation.

New social media accounts can be set up, or ineffective social media accounts can be closed with the agreement of the Communications, Engagement and Projects Officer, Chief Executive Officer and the Board of Directors.

All organisational HWS social media profiles will be set up in accordance with Healthwatch branding guidelines and license agreement.

4. Administration of organisational social media profiles

Primary organisational social media accounts will be maintained by the Communications, Engagement and Projects Officer who will act as moderator.

Only authorised personnel may post on organisational social media accounts.

Login credentials for social media channels will be kept securely yet shared somewhere central.

4.1. Managing user content

Individuals will be encouraged to feedback experiences or share personal details in confidence via private messaging systems or email/website/phone, not in a public form.

The moderator must act promptly as soon as a known issue with the content is brought to their attention, for example abusive content or content that contains personal information.

Where social media users post offensive comments or materials or defamatory material, this should be dealt with in accordance with the site/tool specific guidelines for reporting abuse.

For the purposes of moderation, Healthwatch Sutton will operate the following terms of service:

An individual's comment will be deleted, or the individual may be blocked from accessing the page if what they post is deemed to be under the following:

- Using the site/tool for personal gain or to solicit business for personal gain
- Posting materials that might be considered inappropriate or offensive
- Behaving in a manner which is considered to be inappropriate or offensive
- Using the page/tool to bully other users
- Posting materials considered to be defamatory or to the detriment of the organisation and/or the public perception of the organisation
- Posts personal details, such as address or location.

Crimes committed against someone because of their disability, gender-identity, race, religion or belief, or sexual orientation are hate crimes and will be reported to the police by the Chief Executive.

Where social media users post comments or materials that may be considered a hate crime, these will be reported to the police after consultation with the Chief Executive, Chair or other Director in their absence.

5. Staff, director and volunteer's personal social media profiles

Staff, directors and volunteers must not use private social media profiles to undertake core HWS work activities. However, staff, directors and volunteers are welcome to share Healthwatch Sutton's content and key messages on their own profiles but must encourage any contact through the HWS office.

Staff, directors and volunteers must be aware of how they and the organisation may be seen by stakeholders. Staff, directors and volunteers, may be considered to be speaking in an official capacity, even if they are not, for example on personal social media accounts.

Staff, directors and volunteers are responsible for any content they publish online and must act within the policies and procedures of HWS at all times, even when publishing publicly on their personal social media profiles.

If the media contacts individual staff members, directors or volunteers via social media, it should go through the Communications, Engagement and Projects Officer or Chief Executive as all other media requests do.

5.1. Directors and Volunteers' WhatsApp Group

It has been agreed by the Board of Directors that a 'WhatsApp Group' would be useful for directors and volunteers to have separate group chats set-up on WhatsApp to communicate important, time-sensitive and relevant messages to one another regarding matters associated with Healthwatch Sutton.

The WhatsApp Groups are to be used for the purpose of communicating information about HWS and related activities only.

The WhatsApp Groups will be monitored on a weekly basis by the Communications, Engagement and Projects Officer.

The WhatsApp Groups should not be used instead of email, and any requests for action should be sent directly to the person(s) involved via email.

You can opt-in to the relevant WhatsApp Group by sending written communication (via email) expressing your permission, and mobile number, to the Communications, Engagement and Projects Officer. You can leave the group at any time.

All directors and volunteers who want to be part of the WhatsApp Group chat must sign the WhatsApp Group Chat Agreement.

Approved by Healthwatch Sutton Board of Directors: 09/03/2020

To be reviewed: 09/03/2023

Responsible Officer: Chief Executive Officer of Healthwatch Sutton

Directors and Volunteers WhatsApp Group Chat Agreement

These guidelines exist alongside Healthwatch Sutton's Online Engagement policy.

It has been agreed by the Board of Directors that a 'WhatsApp Group' would be useful in communicating important, time-sensitive and relevant messages to one another regarding matters associated with Healthwatch Sutton. This group is to be used for the purpose of communicating information about Healthwatch Sutton and related activities only.

The WhatsApp Group will be monitored on a weekly basis by the Communications, Engagement and Projects Officer.

The WhatsApp Group should not be used instead of email, and any requests for action should be sent directly to the person(s) involved via email.

You can opt-in to the WhatsApp group by sending a written communication (via email) expressing your permission, and mobile number, to the Communications, Engagement and Projects Officer. You can leave the group at any time.

These guidelines apply to all staff, volunteers and Directors who are members of the WhatsApp Group. Users must not:

- Message group members on their personal mobile numbers **outside of the group chat,** unless agreement between members is sought beforehand.
- Create or transmit material that might be **defamatory or incur liability** for Healthwatch Sutton.
- Use WhatsApp for any **illegal or criminal activities.**
- Send **offensive or harassing material** to other via WhatsApp.
- Broadcast **unsolicited views** on social, political, religious or other non-business related matters.
- Send or post messages of materials that **could damage Healthwatch Sutton's image or reputation.**
- Interact with group members in any ways, which could be interpreted as **offensive, disrespectful or rude.**
- Discuss **colleagues, partners, volunteers or clients** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages.**
- Post message, status updates or links to material or content that is **inappropriate.**

Inappropriate content includes: pornography, political, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

I agree to abide by all the guidelines outlined in this document.

Signed (volunteer): _____

Print name: _____