

Annex A – Patient social media guidance

At Sherburn & Rillington Practice, we have a Facebook page that provides a range of useful information for our patient population.

This practice has a duty to maintain patient confidentiality and to safeguard vulnerable patients. You can help us to achieve this by adhering to the code of conduct outlined in this guidance.

Patients are expected to always adhere to the following code of conduct:

1. The organisation requires all users of portable devices to use them in a courteous and considerate manner, respecting their fellow patients. Portable devices are not to be used during consultations, except when agreed with your clinician.
2. Patients are not permitted to disclose any patient-identifiable information about other patients unless they have the express consent of that patient.
3. While not encouraged, patients may record their consultation but this should be agreed with your clinician. This recording will solely be for your own purpose.
4. Patients must not post any material that is inaccurate, fraudulent, harassing, embarrassing, obscene, defamatory or unlawful. Any such posts on any of the practice's social media pages will be deleted and the post reported.
5. Patients are not permitted to take photographs in any area where other patients are present, nor is it permitted to take photographs of staff.
6. Patients must not post comments on social media that identify any staff.
7. Reviews left on unofficial sites will not be responded to.
8. Defamatory comments about our team are not to be shared on any social media platform. Legal advice may be sought and the appropriate action taken against any patient who posts defamatory comments.

Patient complaints on social media

We have a separate Complaints Procedure that patients are to use should they wish to make a complaint. We will only respond to complaints made to the organisation in accordance with practice policy.

If a complaint is made on a social media platform, it will not be acknowledged and you will be requested to delete it.