

SOCIAL MEDIA POLICY

Definition of Social Media

Social media is a type of interactive online media that allows parties to communicate instantly with each other and allows the sharing of data in a public forum. Examples of social media include but are not limited to Twitter, Facebook, LinkedIn, You Tube, Flickr, WhatsApp, Instagram and Snapchat.

Patient Use of Social Media

Shore Medical have a duty to protect our staff from online abuse which can be very upsetting. We encourage patients to feedback to the surgery through appropriate channels and we can then act on it as necessary. Legal advice will be sought and the appropriate action taken against any patient who posts defamatory comments.

Feedback is a useful part of the interaction between Shore Medical and its patients and other service users. However, derogatory or hurtful comments about Shore Medical or staff on social media are not an acceptable part of the relationship between both parties. Defamatory comments about our team are not to be shared on any social media platform.

Notice of Practice Action towards patient abuse on Social Media

“Non-physical assault, physical, verbal or racial abusive behaviour is NOT acceptable and will NOT be tolerated at Shore Medical. Everyone has a duty to behave in an acceptable and appropriate manner. Staff have a right to work, as patients have a right to be treated, free from fear of assault and abuse, in an environment that is properly safe and secure.

The NHS defines non-physical assault as: “the use of inappropriate words or behaviour causing distress and/or constituting harassment”.

Patients who are abusive to, or physically/ non-physically assault any Shore Medical Staff or other patients whilst in our Practices **will be removed from the practice list**, along with those registered at the same household. Mutual respect is expected at all times.”

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