

Social Media Policy

The Hendford Lodge Medical Centre Facebook account (www.facebook.com/hendfordlodge) is managed by Hendford Lodge Medical Centre, on behalf of colleagues across the organisation.

Please note that we are unable to offer medical advice or diagnoses on Facebook. If you, a friend or family members are feeling unwell, please call either your GP surgery or NHS111 on 111 (free from mobiles and landlines).

Hendford Lodge Medical Centre is a well-established practice in the town and draws patients from all sections of the town and surrounding villages. The currently list size is over 11,000 patients. The practice building was originally built in 1971 and shared with another practice. In 2012/13, the building was renovated and extended to provide a modern, spacious environment for staff and patients. Hendford Lodge provides a full range of primary care services and also operates as the headquarters for the group.

Hendford Lodge uses the following social media platforms to communicate with patients, the public and the media:

- Facebook page www.facebook.com/hendfordlodge

Availability

Our social media accounts are monitored during office hours: 09:00– 17:00, Monday – Friday, excluding public holidays. Occasionally we may cover events outside of these hours live on our social media platforms. From time to time social media services such as Facebook may be unavailable and we accept no responsibility for lack of service due to social media service downtime.

Content

We may use some scheduling tools to help us ensure content is spread across the week. We will update our Facebook page around five times a week.

By sharing other social media users' content, our organisation does not endorse the information or others' views of that organisation or individual. We aim to share information which adds to any debate or topic we are involved in. Our social media content will cover some or all of the following:

- Alerts about new content on our digital channels, for example, news, publications, videos on YouTube, blog posts or health campaigns
- sharing content from organisations we follow, such as other NHS organisations, the emergency services and public sector organisations

- Information on public health topics and campaigns
- Occasional live coverage of events

Liking us on Facebook

If you 'like' Hendford Lodge we will not automatically 'like' you back.

Being followed or liked by Hendford Lodge does not imply endorsement of any kind.

If we need to direct message you or you direct message us, we will follow your profile and may unfollow it afterwards.

We will never direct message you on Facebook and will not respond to direct messages. Please call the practice on 01935 470200 if you have any queries.

Talking with us online

We read all comments to and about us on social media platforms and ensure that any emerging themes or helpful suggestions are passed to relevant people in the organisation.

Please do not leave any defamatory comments. Any defamatory comments will be reported to Facebook.

When/if we reply to comments it may include us asking you to contact us by email at, contact@hendfordlodgemc.nhs.uk in order to give you a full response outside of the character limits on some social media services.

Any comments need to be sent to contact@hendfordlodgemc.nhs.uk.

We cannot engage on issues of party politics.

Other ways of contacting us are detailed in the contact us section of our website

<http://www.hendfordlodge.co.uk/contact1.aspx?p=L85022>. If you would like to make a complaint, please contact the practice on 01935 470200.

Media enquiries

If you have a media enquiry and would like to contact our press team, please email contact@hendfordlodgemc.nhs.uk or call 01935 470200