

# LLANGOLLEN HEALTH CENTRE – DR J R KNIGHT & PARTNERS

## Social Media Policy for Patients

There are many social media platforms that are widely used by both staff and patients at Llangollen Health Centre.

Llangollen Health Centre has a Facebook page which provides a range of useful information for our patient population.

Llangollen Health Centre has a duty to maintain patient confidentiality and to safeguard vulnerable patients. You can help us achieve this by adhering to the code of conduct outlined in this policy.

### **Patients of Llangollen Health Centre are expected to adhere to the following code of conduct at all times:**

1. Patients are not permitted to take photographs or any media recordings in the waiting room or areas where other patients are present, nor are photographs or media recordings of any staff permitted to be taken.
2. The practice 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 unless agreed by clinicians.
3. Whilst 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 are not permitted to disclose any patient-identifiable information about other patients, unless they have the express consent of that patient.
5. Patients should not use any social media platform to communicate medical information with the practice as this is not secure. Any such communications will be deleted and, if possible, a message sent to use routine communication methods with the practice.
6. Patients must not post any material that is inaccurate, fraudulent, harassing, embarrassing, obscene, defamatory or unlawful. Any such posts on the practice's Facebook page will be deleted by the practice and the post reported.
7. Patients must not post comments on social media that identify staff who work at the practice.
8. Defamatory comments about our team are not to be shared on any social media or review platform. Legal advice will be sought and the appropriate action taken against any patient who posts defamatory comments. Patients will be asked to register elsewhere if there is deemed to be a breakdown of the Patient and GP relationship.

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### **Patient complaints on social media**

We recognise that things can sometimes go wrong and patients may become frustrated or upset from time to time. We ask patients to consider carefully the best way of resolving any issues that may arise. Negative comments about the practice on social media platforms rarely result in a positive outcome for any of the parties involved and can have a very damaging effect on staff morale. The practice cannot publicly reply to any such comments due to patient confidentiality constraints and therefore we cannot respond when otherwise it may be appropriate to do so.

We therefore ask patients to use the official channels available to them. If a patient wishes to make a formal complaint, we have a separate complaints policy for them to use, which is available from reception. If a patient wishes to give feedback on any aspect of our services they can do so via the suggestions box in our waiting room or via the online feedback form which can be found under the Our Practice section of our website at [www.llangollenhealth.com](http://www.llangollenhealth.com)