**Social Media Policy**

Highgate Medical Centre uses the following social media platforms to communicate with patients, the public and the media:

**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 the surgery or NHS111.**

Highgate Medical Centre has a Facebook account

([www.facebook.com/highgatemedicalcentre](http://www.facebook.com/highgatemedicalcentre)) which is managed by the Practice Manager on behalf of the Practice.

We also have a twitter account @DoctorMayur

Availability

Our social media accounts are daily except at weekends and 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 at least once 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’ our page we will not automatically ‘like’ you back.

Being followed or liked by Highgate Medical Centre 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.**

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 in order to give you a full response outside of the character limits on some social media services.

Any comments need to be sent directly to the practice

Other ways of contacting us are detailed in the contact us section of our website <http://www.highgatemedicalcentre.co.uk>