Social media guidance

We really want to encourage sharing the great work we are doing using a range of different methods.

Social media – like Twitter and Facebook – are great ways to communicate with a wide range of people sharing news; ideas and event details or to ask for advice or shared experiences.

It is important to remember that All Together Better is a partnership – not an organisation in itself. So, all staff and partners working with us must be aware they are still bound by their main employers' social media rules and regulations and digital protocols.

However, we want to encourage you to tweet; share and post about your amazing work on our behalf and on behalf of your colleagues and teams!

So we have developed the following top tips to help guide you in safe and professional posting!

Keep control!

If you set up a team account – say a Twitter account – keep it 'private' this means you should keep control of who can follow or like your page. This doesn't mean hiding it, it just means you have to approve anyone who wants to follow you.

Why? It protects you and what you say.

How? It's really easy:

- on Twitter, go to settings > then privacy and content and tick 'protect my tweets'

- on Facebook, it is safer to create a 'closed group' from the ATB home page – we can do that for you by team or any group you suggest. Then you can control who joins and the kind of topics you share and discuss.

Share and protect

- We would ask you to let the programme management team comms lead and one other in your team the log on details of the social media. This is just to make sure someone can access the account(s) if the owner leaves or is away for any length of time. This way any good news can or important information can continue to be shared.

Public or private?

There is often confusion over privacy settings; it is good practice to assume that anything you post can be read by anyone, anywhere at any time. Often these posts can stay around for many years.

Top tips to keep us All Together Better in cyberspace:

- **Apply the same standards online as offline**: whether acting in an official or personal capacity

- **Team work** if your account represents your team – include everyone in what is posted – don't just share your own views and comment. Give other members access to the account or discuss what you plan to post/tweet in team meetings. And always sense check tweets/post with a colleague first

- **Accuracy:** check the accuracy and sensitivity of what you are posting before hitting send – particularly if using (only where appropriate) pictures or someone's name; tag or handle

- **Think about what you are saying** remember that tweets and post are short and sweet – but potentially can be read nationally and internationally so make sure you reference the community and ideally 'Sunderland' somewhere in the message

- **Regularity breeds followers** tweet or post regularly to keep people following you engaged – if you are going to commit as a team to social media – make sure you have the willingness and time to keep it up

- **Follow the leader** follow as many relevant organisations and individuals as you can – but don't forget to control who can follow or like you

- **Don't forget ATB** please make sure you tag us in your posts @atbsunderland and if you can include some hashtags like #all4jack, #futureNHS and #vanguard

- **Permanent:** remember once something is posted online it's very difficult to remove it – if you delete a tweet it may have already been retweeted or someone may have took a screenshot

- **Common sense:** social media helps us work openly and connect with the people and communities we serve – just remember to apply common sense!

- **Doubts**: if in doubt, don't post it

- Unsure? Just ask – were here to help atb@nhs.uk