Social Media House Rules

## What we use social media for

Our social media channels will feature a variety of information from ourselves and our partners, keeping you informed and up to date with news from Swan and Forest Surgeries and the wider health and care system in Suffolk and north east Essex.

## What we do not use social media for

We cannot answer any queries regarding users’ personal health or wellbeing. Please do not post anything related to your own health, or the health of anyone else, on our social media channels. If you need help with your health and wellbeing, please contact the surgery in the usual way via Anima, by phone or in person.

Please also refrain from posting personal details, such as your address or contact information.

## Responding

We’ll do our best to respond to your enquiries within two working days.

We’ll try to help you or direct you to other organisations who can, wherever possible.

We do not respond to messages of a commercial nature.

It is important to note that all comments and postings by followers on this site ("User Content") do not necessarily reflect the opinions of the Swan and Forest Surgeries.

## House rules

We're here to help in any way that we can, but we expect users to offer us the same level of courtesy that we offer them. We want our social media channels to be safe spaces and a place for healthy, open and insightful discussion, which is why we have a short set of house rules:

* All users must comply with the social media platform's Terms of Use as well as these terms of use.
* We will remove, in whole or in part, posts that we feel are inappropriate, or discriminatory against any individual or group.
* Our staff are doing their jobs, usually working to set policies or processes. You may disagree with what they do, but it is not appropriate to photograph or name them without permission and publish these details on social media.
* You are wholly responsible for any content you post including content that you choose to share.
* We will remove messages and/or disable comments (where function allows) including reporting and/or blocking users on our social media channels who post messages at us which we believe are:
	+ Abusive or obscene
	+ Deceptive or misleading
	+ In violation of any intellectual property rights, including copyright
	+ In violation of any law or regulation
	+ Spam and off-topic content (persistent negative and/or abusive posts in which the aim is to provoke a response)
	+ Promotional material, including links to external websites and promotions

We will also remove, block, report or ban any user who:

* encourages others to post such messages
* uses offensive images as their profile picture
* has an offensive user name

Anyone repeatedly engaging with us using content or language which falls into the above categories will be blocked and/or reported to the associated social media platform. We will not tolerate or respond to abusive messages.

Hopefully we will not have to do this, but we hope you understand the reasons.

We reserve the right to modify or change these house rules at any time.