



The following outlines the social media policy for St Francis dispensary with a view to delivery of our Trust Deed objectives and protecting our people and customers.

Applicable

This policy is applicable to all of St Francis staff and Committee members paid or unpaid. All staff will be sent this policy on sign-off by the Chairperson and it will also be published on the website. This policy should be read in conjunction with other related St Francis policies.

Social Media Personal Use

Everyone has personal preferences about social media. Some people choose to use it frequently, others choose to have accounts for private messaging only. Personal profiles are in fact, personal, however the following best practice guidelines should be adhered to, in order to protect your own personal reputation and that of your employer or organization you are affiliated with.

Social media is a fundamental way in which we communicate

- ♣ Social media is about connecting, conversing, helping others and sharing.
- ♣ Social media is a valuable resource to learn, be entertained, conduct research, promote news and events and also to contribute to topical conversations.
- ♣ Social media is more than just Facebook, Twitter, YouTube and LinkedIn. It includes blogs, online forums and any other Internet-based tools for sharing and discussing information such as blogs and messaging apps WhatsApp, Instagram and Snapchat.
- ♣ Social media content is indexed in search engines, which means that the content you post on public networks is traceable on Google for example.

♣ Social media is a resource for news, but you should fact-check any news or information that you are sharing. Fake news is a growing trend on social media.

REMEMBER: Data protection laws protect an employer where the employees' use of social networking sites causes damage to the that organisation's reputation, or leads to the release of confidential information.

Social media etiquette

♣ Respect others' views and opinions. It is understandable that you may not always agree with opinions online, however, do not engage in a public disagreement.

♣ Try to add value to what others are doing and saying with your knowledge and insights. Remember you may or may not be the customer-facing voice of St Francis, however feel free to sign-post to the team/practice manager.

♣ Act professionally at all times.

♣ Be quick to correct your own mistakes and admit when you are wrong.

♣ Do not use ethnic or religious slurs, insults or obscenities.

♣ Do not engage in conduct that would be viewed as unacceptable online.

♣ Be considerate of others' privacy and topics that could be considered personal, such as religion or politics.

♣ Do not engage with trolls whose aim is to engage you in negative conversation.

♣ Share information that you know to be true, be careful of fake news and sharing misinformation.

♣ Do not share information about friends or colleagues without their prior consent.

♣ Remarks made in the name of St Francis about individuals, organisations or groups which are of an offensive, derogatory or threatening nature on social media may result in disciplinary, legal or criminal action being taken.

♣ Speak in the first person, remembering that you are publishing content in your own name and not that of your employer i.e. I not we

REMEMBER: You are legally liable for anything you publish on your own social networks.

Linking St Francis to your personal social networks

- ♣ If you refer to St Francis as your employer in your social media biography, you should be mindful that you are publicly connecting yourself to your place of work.
- ♣ Confidential and proprietary information relating to your work should not be published online, either on public or in private messaging apps.
- ♣ Having an opinion on topics in the public domain relating to St Francis is acceptable, but be mindful that any opinions or comments should be based on fact.
- ♣ Be mindful that your opinions will be monitored by the media who use social media as a research tool. If you are not an official spokesperson for St Francis then you should refrain from expressing professional views in the public domain.
- ♣ Public queries relating to St Francis services are dealt with by the Practice Manager or Committee who are skilled in dealing with the broad range of questions received on a daily basis.
- ♣ If members of the public contact you for an answer to a St Francis-related query, you should direct them to the Practice Manager or Committee (through the Chair).

What to do if you have feedback:

If you do have a comment about any aspect of our work, you can contact St Francis in writing or by telephone. In the first instance, your comment will be dealt with by our Practice Manager, Pauline Behan. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details. Write to: Pauline Behan, St Francis Dispensary, 101 Tyrconnell Road, Inchicore, Dublin 8 Tel: (01) 4731947 Email: Stfrancis@windowslive.com