Social Media Policy

A guide for members on using social media to promote the work of BOPA and in a personal capacity

British Oncology Pharmacy Association

Version 1.0

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Contents

1. Introduction

1.1 What is social media?

1.1.1 Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media include Facebook, Twitter, LinkedIn and Instagram.

1.2 Why do we use social media?

1.2.1 Social media is essential to the success of communicating BOPA's work. It is important for some members to participate in social media to engage with our audience, participate in relevant conversations and raise the profile of BOPA.

1.3 Why we need a social media policy

1.3.1 The difference between a personal and professional opinion can be blurred on social media, particularly if you're discussing issues relating to BOPA. While BOPA encourages the use of social media, there are certain standards, outlined in this policy, which BOPA require everyone to observe. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary in the public domain.

1.4 Who is it intended for?

1.4.1 This policy is intended for all members when posting professionally and/or mentioning BOPA in posts, even when not posting on behalf of BOPA. It applies to all BOPA members when posting from their own accounts if they reference or mentioning BOPA in their posts or include affiliation to BOPA in their social media profile. Before engaging in BOPA social media activity, members should read this policy.

1.4.2 BOPA expects that any suppliers, contractors, agencies and symposium/event management companies working for or on behalf of BOPA to adhere to this BOPA social media policy.

1.5 Setting out the social media policy

1.5.1 This policy sets out guidelines on how social media should be used to support the delivery and promotion of BOPA, and the use of social media by members in both a professional and personal capacity. It sets out what you need to be aware of when interacting in these spaces and is designed to help members support and expand our official social media channels, while protecting the charity and its reputation and preventing legal issues.

1.6 Point of contact for social media

1.6.1   The BOPA Digital subcommittee is responsible for the day-to-day publishing, monitoring and management of BOPA social media channels. If you have specific questions about any aspect of these channels, speak to the Chair of the BOPA Digital Subcommittee. No other member can post content on BOPA's official channels on behalf of BOPA without the permission of the Chair of the BOPA Digital Subcommittee.

1.7 Which social media channels does BOPA use?

Facebook	www.facebook.com/BOPA
Twitter	@BOPACommittee
Instagram	bopacommitee
Periscope	https://www.pscp.tv/BOPACommittee
LinkedIn	BOPA British Oncology Pharmacy Association

1.7.1   BOPA wishes to use social media channels to further its core charitable objective: "to promote excellence in the pharmaceutical care of patients with cancer through education, communication, research and innovation by an alliance of hospital, community and academic pharmacists, pharmacy technicians, those in the pharmaceutical industry and other healthcare professionals."

2. Guidelines

2.1 Using BOPA's social media channels — appropriate conduct for those entrusted with posting on behalf of BOPA

2.1.1   The Digital subcommittee is responsible for setting up and managing BOPA's social media channels. Only those authorised to do so by the Chair of the BOPA Digital Subcommittee will have access to these accounts.

2.1.2   The BOPA social media channels will be monitored by authorised members at different times according to an agreed rota approved by the Digital subcommittee in advance. As members are voluntary and not paid and do this alongside their substantive paid employment we cannot expect them to commit to specific times and hours. When on the rota members are asked to check the account at least twice per day and when posting content to be mindful of the "peak" hours that the BOPA audience are active on social media.

2.1.3   You will be an ambassador for the BOPA brand. Members should ensure they reflect BOPA values in what they post and use a tone of voice which should be professional and in line with the public's expectations for healthcare professionals' online presence.

2.1.4   At all times the hashtag(s) dictated by the BOPA digital committee and BOPA executive committee should be used when posting in social media.

2.1.5   Make sure that all social media content has a purpose and a benefit for BOPA, and accurately reflects BOPA's agreed position.

2.1.6   Bring value to our audience(s). Answer their questions, help and engage with them

2.1.7   Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. Also check the quality of images.

2.1.8   Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

2.1.9   If members outside of the Digital subcommittee wish to contribute content for social media, whether non-paid for or paid for advertising, they should speak to the Digital subcommittee about this.

2.1.10 Members shouldn't post content about supporters or service users without their express permission. If members are sharing information about supporters, service users or third party organisations, this content should be clearly labelled so our audiences know it has not come directly from BOPA. If using interviews, videos or photos that clearly identify a child or young person, members must ensure they have the consent of a parent or guardian before using them on social media.

2.1.11 Always check facts. Members should not automatically assume that material is accurate and should take reasonable steps where necessary to seek verification, for example, by checking data/statistics and being wary of photo manipulation.

2.1.12 Be honest. Say what you know to be true or have a good source for. If you've made a mistake, don't be afraid to admit it.

2.1.13 Members should refrain from offering personal opinions via BOPA's social media accounts, either directly by commenting or indirectly by 'liking', 'sharing' or 'retweeting'. If you are in doubt about BOPA's position on a particular issue, please speak to the Digital subcommittee.

2.1.14 It is vital that BOPA does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

2.1.15 Members should not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

2.1.16 Members should not set up other Facebook groups or pages, Twitter accounts or any other social media channels on behalf of BOPA. This could confuse messaging and brand awareness. By having official social media accounts in place, the Digital subcommittee can ensure consistency of the brand and focus on building a strong following.

2.1.17 BOPA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express

views on policy, including the policies of parties, but we can't tell people how to vote. As many BOPA members are also public sector employees, care must be taken that any social media posts do not breach any "Purdah" in place during elections; further guidance is published by the NHS and Cabinet Office.

2.1.18 If a complaint is made on BOPA's social media channels, the member responsible for monitoring that channel should seek advice from the Chair of the BOPA Digital Subcommittee, or the designated executive before responding. If they are not available, then the member should speak to the Chair of the BOPA Executive Committee.

2.1.19 Sometimes issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious damage to the charity's reputation. Examples might include: *provision of incorrect clinical advice; posts which conflict with patient advocacy groups or charities over access to drugs or treatments or commissioning dilemmas.* The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

2.1.20 The Digital subcommittee regularly monitors our social media spaces for mentions of BOPA so we can catch any issues or problems early. If there is an issue that could develop or has already developed into a crisis situation, the Digital subcommittee may carry out actions including: deleting posts, blocking malicious/vexatious users and reporting to social media platforms where it breaches that social media channels own acceptable use policy or equivalent. Where an issue has developed due to an error by BOPA a correction and apology should be issued as soon as practicable.

2.1.21 If any member outside of the Digital subcommittee becomes aware of any comments online that they think have the potential to escalate into a crisis, whether on BOPA's social media channels or elsewhere, they should speak to the Chair of the BOPA Digital Subcommittee or the Chair of the Executive Committee immediately.

2.2 House Rules

2.2.1 BOPA welcomes honest, friendly and open conversation on our social media platforms; however; we reserve the right to remove comments or discussion posts which stop this from happening. People who are continually detrimental to others' enjoyment of this page risk being permanently removed as fans.

2.2.2 We reserve the right to remove comments which:
- Are considered likely to disrupt, provoke, attack or offend others. Any Libelling of individuals or other organisations will not be tolerated.
- Are racist, sexist, abusive towards the LGBTIQ community, sexually explicit, abusive or otherwise objectionable
- Contain swear words or other language likely to offend
- Could break the law or condone or encourage unlawful activity (this includes breach of copyright, defamation and contempt of court).
- Are seen to impersonate someone else

- Include contact details such as phone numbers, postal or email addresses. (Only share personal information via private messages).
- Describe or encourage activities which could endanger the safety or well-being of others
- Are considered to be 'spam' (posts containing the same message posted multiple times)
- Are repeatedly off-topic for the discussion to which you are posting

2.3 Use of personal social media accounts — appropriate conduct

2.3.1   This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. BOPA member are expected to behave appropriately, and in ways that are consistent with BOPA's values and policies, both online and in real life.

2.3.2   Be aware that any information you make public could affect how people perceive BOPA. You must make it clear when you are speaking for yourself and not on behalf of BOPA. If you are using your personal social media accounts to promote and talk about BOPA's work, you must use a disclaimer such as: "The views expressed on this site are my own and don't necessarily represent BOPA's positions, policies or opinions."

2.3.3   Members who have a personal blog or website which indicates in any way that they are a member of BOPA should discuss any potential conflicts of interest with the Digital subcommittee. Similarly, members who want to start blogging and wish to say that they are a member of BOPA should discuss any potential conflicts of interest with the Digital Subcommittee.

2.3.4   Those in senior management, and specialist roles where they are well known in their field of expertise, must take particular care as personal views published may be misunderstood as expressing BOPA's view.

2.3.5   Use common sense and good judgement. Be aware of your association with BOPA and ensure your profile and related content is consistent with how you wish to present yourself to your audience.

2.3.6   Please don't approach high profile people or organisations from your personal social media accounts to ask them to support the charity, as this could hinder any potential relationships that are being managed by the BOPA Executive Committee. This includes asking for retweets about the charity.

2.3.7   If you have any information about high profile people or organisations that have a connection to our cause, or if there is someone who you would like to support the charity, please speak to the Digital subcommittee to share the details.

2.3.8   If a member is contacted by the press about their social media posts that relate to BOPA, they should talk to the Digital subcommittee immediately and under no circumstances respond directly.

2.3.9   BOPA is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing BOPA,

members are expected to hold BOPA's position of neutrality. Members who are politically active in their spare time need to be clear in separating their personal political identity from BOPA, and understand and avoid potential conflicts of interest. Public sector employees who are also BOPA members need to be mindful of any "Purdah" requirements during elections.

2.3.10 Never use BOPA's logos or trademarks unless approved to do so. Permission to use logos should be requested from the BOPA Executive.

2.3.11 Always protect yourself and the charity. Be careful with your privacy online and be cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully.

2.3.12 Think about your reputation as well as the charity's. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly. Passionate discussions and debates are fine, but you should always be respectful of others and their opinions. Be polite and the first to correct your own mistakes.

2.3.13 We encourage members to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support BOPA and the work we do. Where appropriate and using the guidelines within this policy, we encourage members to do this as it provides a human voice and raises our profile. However, if the content is controversial or misrepresented, please highlight this to the Digital Subcommittee who will respond as appropriate.

2.4 Further Guidelines

2.4.1 **Libel:** Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether members are posting content on social media as part of their role or in a personal capacity, they should not bring BOPA into disrepute by making defamatory comments about individuals or other organisations or groups.

2.4.2 **Copyright law:** It is critical that all members abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

2.4.3 **Confidentiality:** Any communications that member make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that BOPA is not ready to disclose yet. For example, a news story that is embargoed for a particular date.

2.4.4 **Discrimination and harassment:** Members should not post content that could be considered discriminatory against or bullying or harassment of, any individual, on either an official BOPA social media channel or a personal account. For example:

- o making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- o using social media to bully another individual
- o posting images that are discriminatory or offensive or links to such content

2.4.5 **Lobbying Act:** Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

2.4.5.1 Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Chair of Digital subcommittee.

2.4.6 **Protection and intervention:** The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself. For example, Facebook. However, if a member considers that a person/people is/are at risk of harm, they should report this to the Chair of Digital subcommittee immediately.

2.4.7 **Under 18s and vulnerable people:** Young and vulnerable people face risks when using social networking sites. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

2.4.7.1 Where known, when communicating with young people under 18-years-old via social media, member should ensure the online relationship with BOPA follows the same rules as the offline 'real-life' relationship. Member should ensure that young people have been made aware of the risks of communicating and sharing information online, and given guidance on security/privacy settings as necessary. Member should also ensure that the site itself is suitable for the young person and BOPA content and other content is appropriate for them. Any concerns/issues should be referred to the BOPA Executive Committee.

2.4.8 **Responsibilities and breach of policy:** Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of BOPA is not a right but an opportunity, so it must be treated seriously and with respect. For members, breaches of policy may incur disciplinary action, depending on the severity of the issue. Members, who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from

the Chair of the BOPA Digital Subcommittee. In serious cases BOPA may consider referral to a Healthcare Professional's regulator.

2.4.9 **Public Interest Disclosure:** Under the Public Interest Disclosure Act 1998, if a member releases information through BOPA's social media channels that is considered to be in the interest of the public, referral to the BOPA Executive Committee may be made for action to be considered within the requirements of the legislation.

3. Glossary of Terms

Purdah   The pre-election period in the United Kingdom, specifically the time between the announcement of an election and the final election results

4. References

4.1 Produced from a CharityComms template: See charitycomms.org.uk/membership for more information

5. Acknowledgements

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6. Document control

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