



## FPH Policy on the use of Social Media

### 1. Introduction

For the purposes of this policy, social media is defined as a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social media forums, social apps, blogs, video and image sharing websites such as Facebook, Twitter, LinkedIn, or Instagram.

This policy is designed to support representatives of the Faculty of Public Health (FPH) to use social media effectively and responsibly, whilst protecting the independence and reputation of the Faculty of Public Health.

All social media profiles directly representing the Faculty of Public Health, including Twitter, Facebook, LinkedIn, and YouTube accounts are managed centrally by the FPH Communications Team.

### 2. Who is this guidance for?

This Policy covers the use of social media by Faculty Officers, Board Members, Special Interest Group (SIG) or Committee Chairs/ Members, Staff, and other representatives of the Faculty of Public Health. This policy will refer to this cohort as 'Faculty Ambassadors'

### 3. Using personal social media accounts

Messages sent via personal social media accounts do not represent the views of the Faculty.

However, as a Faculty Ambassador, communications sent on social media channels will impact on public and professional perception of the Faculty. Therefore, all Faculty Ambassadors must adhere to the following guidance when using personal social media profiles;

- Public health professionals must follow the obligations and requirements set out in the relevant professional guidelines and codes of conduct produced by their regulatory bodies.
- Do not share confidential/ sensitive information which should not – legally or otherwise – be in the public domain. Information, including images, pictures and/or videos, posted online could still be available even if deleted.

- Don't post offensive, derogatory, defamatory, comments, remarks or views, or information which may affect the rights of others. Be aware of defamatory laws and libel laws. Defamation law can apply to comments posted either personally or professionally.
- Do not use the Faculty logo or other branding without first contacting the FPH Communications Team.
- Uphold professional values when communicating via social media, always treating others with respect and consideration.
- When sharing resources/ reports/ images which are not in the public domain, always seek permission from the author. Be aware of copyright/ fair usage legislation.
- Be supportive of the work of the Faculty and its members, Faculty ambassadors are encouraged to retweet/share content from the Faculty's corporate social media accounts.
- Ensure any debate/ commentary is productive and appropriate. Faculty Ambassadors should seek to address any potential disagreement through an alternative forum.
- If Faculty Ambassadors are contacted by a journalist/ media representative via social media in relation to work with the Faculty, refer them to the Faculty's Communications Team.
- If Faculty Ambassadors are unsure whether a given message would conflict with any of the above policy, contact the Faculty Communications Team.

#### **4. Faculty of Public Health social media accounts**

All social media profiles representing the views of the Faculty of Public Health are managed centrally by the FPH Communications Team.

No Faculty Ambassador, member, staff member, or other person or persons may create, or send messages via, a Faculty-badged account without permission from the Faculty Communications Team/ Senior Management.

If a Committee, Special Interest Group, or other Faculty body wishes to use social media to communicate on behalf of the Faculty, they must contact the Faculty Communications Team.

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