



Knowledge for Change

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Appendix 6 **Social Media Policy**

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These guidelines should be applied in **all** situations.

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Introduction

This document provides guidance for staff, professional volunteers, and students on how to use social media and social networking sites responsibly. The principles outlined in this guidance should also be applied to other kinds of online communication, such as personal websites and blogs, discussion boards and general content shared online, including text, photographs, images, video, and audio files.

If you are a professional volunteer or student undertaking a placement with K4C, you must also adhere to the social media guidelines of your University or Trust, as well as your professional code of conduct (e.g. the NMC or GMC Code).

It is important to realise that even the strictest privacy settings have limitations. This is because, once something is online, it can be copied and redistributed. If you are unsure whether something you post online could compromise your professionalism or your reputation or that of K4C, do not post.

These guidelines reflect the [K4C Children and Vulnerable Adults Safeguarding Policy](#)

Guidelines

You should always **think before you post**.

Do not post anything on social media that may be viewed as discriminatory and does not recognise individual choice or preserve the dignity of those involved.

Children

It is K4C's position that children (anyone under the age of 18) cannot give informed consent to the use of their image, even if their parent or guardian gives consent. These includes in and outside the clinical area. Do not share any photos of children where their face is visible, or they are identifiable in any way.

Adults

Always obtain informed consent

If you are using photos of others, explain to them that you want to use their image online and why, and gain their full consent. Consent for taking a photo is not the same as consent for the sharing of that photo online.

Photos of patients

In general, professional volunteers and students should not be taking or sharing photos of patients in the clinical area. There are some exceptions where a patient has given their **informed** consent for the use of their image for K4C project or marketing materials. If in doubt, ask a member of the K4C team for guidance.

Other considerations

Always make it clear that agreement to providing information or images is not a condition of involvement in K4C activities and programmes.

Do not post on social media or distribute any content that may bring K4C into disrepute.

Staff, volunteers, students, and partners should be aware of K4C policy about the use of technology, which must not be used for the purpose of accessing, producing, or distributing any information or violent or sexual images that are harmful to vulnerable people.

Failure to Comply

Failure of a student or professional volunteer to comply to the policy will lead to disciplinary action, as outlined in the [K4C Disciplinary Policy](#)