

## **SOCIAL MEDIA POLICY OF THE SJD BARCELONA CHILDREN'S HOSPITAL**

The SJD Barcelona Children's Hospital (SJD) has established this policy for its **digital presence on social media platforms**. This policy has been designed to ensure a positive experience for all involved parties. **You are advised to read this policy before participating in these spaces.**

The SJD social media policy addresses two separate areas:

- A. The institutional use of social media**, defining the objectives, commitments and rules of participation that will be applied in the management of these spaces by the hospital and by its personnel when using social media on behalf of the SJD.
- B. Personal use of social media**, providing tips and recommendations for the hospital's personnel when they interact on social media (not necessarily in the SJD's digital spaces) using their personal profile.

If in doubt, users of the SJD social media can forward queries to [redessociales@sjdhospitalbarcelona.org](mailto:redessociales@sjdhospitalbarcelona.org), where the management team will cater to all requests received.

### **A. INSTITUTIONAL USE**

The SJD Barcelona Children's Hospital's activity on social media is intended to promote the presence, services and online interaction of the institution and its employees, in accordance with the underpinning values of the Hospital and the Brothers Hospitallers of Saint John of God.

The SJD's spaces on social media (Facebook, Twitter, Instagram, YouTube, Slideshare or others) are intended for parents, grandparents, families, medical professionals and society in general, who are interested in the health of mothers, pregnant women, children and adolescents, both with regards to healing, in the case of disease, and in prevention and training in good healthcare habits that will enable the individual to lead a healthy life.

**It is important to remember that any information contained in our digital spaces is not intended to replace professional advice by a doctor or nurse.** It is therefore complementary and is provided solely for educational purposes and to encourage good health habits. The users assume all responsibility for the way they choose to use this information.

**RESPONSIBILITY NOTICE:** the Hospital is only responsible for contents produced or published by the SJD or for its content recommendations from other sources, and we undertake to ensure the quality of the content published in our spaces.

- Any other contributions are the responsibility of their publishers, and under no circumstances can responsibility be attributed to the SJD Barcelona Children's Hospital, even when such content is provided in hospital-owned spaces.
- The SJD Barcelona Children's Hospital cannot be held responsible for content published and/or issued by other pages or groups that are not owned by it, even if the hospital's name is stated therein.
- The SJD Barcelona Children's Hospital reserves the right to remove any content that does not fulfil the requirements established in this usage policy.

## **Our commitment to patients, their families and society in general**

1. The SJD undertakes to promote, via the digital channel, a new healthcare model in which patients are jointly responsible for their health. In the context of the digital revolution, the SJD does not only regard presence on social media as inevitable, but also as the best option available in terms of patients' interest, because "acting responsibly requires knowledge".
2. The tone of conversations will always be familiar and cordial. The SJD has chosen to adopt an informal form of address on the social media platforms on which it is present and active, in order to be closer to users and citizens and thus stimulate interaction.
3. The SJD undertakes to be transparent: the social media management team will not delete any contribution made unless it is regarded as offensive, uses foul language, breaches privacy or addresses a topic that has absolutely nothing to do with the hospital (spam).
  - Through its presence on social media, the SJD does not seek to change opinions or impose its own; its aim is merely to share, listen to and interact with the participants and to provide support whenever possible.
  - The SJD will not moderate or edit content on its spaces to correct spelling or grammar mistakes. For this reason, should you detect any post on our spaces that you find inappropriate, either on account of its lack of accuracy or truthfulness or its form, we would ask you to inform us so that we may act accordingly.
4. The SJD undertakes to offer added-value content that will be useful and interesting both clinically and recreationally.
  - Our mission is to ensure that the clinical information provided is correct and of a high quality. In order to guarantee this, we monitor our digital spaces continually and are in constant contact with our professionals.
5. With regard to content produced by the SJD or recommended from other sources, the Hospital undertakes to:
  - Guarantee, to the extent possible, its truthfulness and accuracy and to refrain from publishing anonymous content.
  - Provide links directly to the original sources of third-party information and explicitly acknowledge authorship.
  - Acknowledge and correct mistakes as promptly as possible.
6. The SJD undertakes to promote content creation and dissemination under the [Creative Commons Attributions 3.0](#) licence in order to guarantee the maximum distribution of documents, videos, teaching material, etc. The Hospital guarantees that all institutional material subject to this license will undergo a suitable technical and professional review.
7. The language used by the SJD in its publications and posts on the different channels on social media will be Catalan and Spanish on account of the Hospital's desire to reach the greatest possible number of people, both in its immediate geographical area of influence and beyond. Moreover, in view of the global nature of the Internet and social media, the inclusion of content in other languages (English, French, etc.) is also envisaged, in which case an attempt will be made to explain the content in order to facilitate understanding.
8. The SJD's social media management team will do its utmost to answer all posts, enquiries and comments received.
  - The social media management team will attend to the management of its pages and spaces from Monday to Thursday between 9 am and 5 pm and on Fridays from 8 am to 3 pm (working days in Barcelona, Spain).
  - This timetable does not mean that content cannot be scheduled for publication at other times, as this possibility is provided for by content management tools.

### **Rules for participation in the SJD's social media spaces**

These rules of participation are intended for both SJD personnel and people from outside the organisation who participate in conversations in our social media spaces.

The following **rules of participation** have been established to guarantee a good experience in the use of the SJD Barcelona Children's Hospital's social media:

- The SJD Barcelona Children's Hospital strives to guarantee the protection of minors. For this reason, the publication of photographs, videos or any graphic material featuring minors is prohibited without the permission of their parents or legal guardians.
- The copyright policy of any content that is to be shared on the SJD's social media should be checked:
  - Avoid publishing content that requires the authors' permission without first securing such authorisation.
  - When publishing Internet-based content subject to copyright that does allow publication, the URL should be provided so that the participants can refer to or download the content from the page holding the copyright.
- The opinions of other participants should be respected, even if they are not shared. Insults, or the use of offensive, racist, violent or xenophobic language or the promotion of illegal activities is forbidden.
- Users should refrain from publishing personal data (postal or email address, telephone number, etc.) on the SJD Barcelona Children's Hospital's pages.
- Advertising of companies, services or events for financial gain is forbidden. The social media management team will have the last word on the management of messages issued for charity/supportive or non-profit purposes, as well as any messages that propose joining groups or websites that do not belong to the SJD Barcelona Children's Hospital.
- Discussions should be limited to the topics related to the pages or to the accounts. If you wish to discuss other topics, you should seek other more suitable pages or groups.
- Publishing the same comment more than once should be avoided: this practice is regarded as spam.
- The platforms on which the SJD pages are hosted have their own rules of participation which must be observed.

The team that manages the SJD Barcelona Children's Hospital's pages reserves the right to delete any message that fails to observe these rules and to block activity by a person on its space if they repeat such behaviour.

### **SJD personnel on social media**

A Department/Unit or professional of the SJD Barcelona Children's Hospital may be interested in, or the people in charge of their professional activity may ask them to participate in an online conversation for professional purposes (forums, blogs, accounts or network groups, etc.) about the hospital's objectives, or simply to represent it. In this case, notice should be given by sending an email to the address: [redessociales@sjdhospitalbarcelona.org](mailto:redessociales@sjdhospitalbarcelona.org), stating, in the subject field, "*Participation in social media*"

These are the rules of participation which the personnel that participate on social media on behalf of the Hospital are expected to observe.

- As a general rule, common sense should be used and a professional approach and style maintained.
- They are particularly advised to act transparently, observing the legislation in force and the institution's values. Moreover, all the hospital's rules and regulations applicable to data protection must be observed, as well as its general rules and regulations. All the documentation containing this information can be found on the Data Protection Commission section of the institutional intranet.
- The use of information or graphic resources (photographs, logos, corporate image elements, illustrations, videos, etc.) on websites or on social media related to the SJD for professional purposes must be cleared by the Hospital's Marketing and Communication Department.
- If any Hospital employee wishes or has to participate on social media (whether a blog, Facebook group, Twitter or Instagram profile, etc.) about a topic related to the hospital's activity, the SJD encourages this initiative and offers support and acknowledgement through the institutional social media. If in any doubt, participants on the SJD's social media can forward their query to [redessociales@sjdhospitalbarcelona.org](mailto:redessociales@sjdhospitalbarcelona.org), where the management team will offer support and information about best practices.

## **B. PERSONAL USE**

There is an infinite number of ways in which SJD professionals can make responsible use of social media. As members of the institution, even when interacting with other people on social media from their own personal profiles, our professionals must consider a series of tips and recommendations in order to guarantee proper use of social media whenever they refer to the hospital, geotag it in their posts or introduce themselves as professionals belonging to it.

In order to avoid possible conflicts with the communication made from the SJD Barcelona Children's Hospital, **the hospital provides its professionals with a set of tips and recommendations for interaction on the social media using their personal profiles:**

- Share your knowledge: all the professional and collaborating personnel of the SJD Barcelona Children's Hospital has knowledge, talent and skills, and the hospital encourages them to share this through social media activity. By doing so, professionals help to raise awareness of the hospital and its values, which will be remembered by others. It can also help them in their professional careers, positioning them as experts and enthusiasts in their professional vocation.
- All SJD professionals with personal social media accounts are free to express their condition as employees of the hospital. When they do so, it should be made clear that they are participating on a personal level and not on behalf of the SJD Barcelona Children's Hospital. Two possible texts that may be used, for example in a personal blog, are provided below:
  1. "The posts and opinions expressed on this website are personal and do not represent the opinion of the SJD Barcelona Children's Hospital".
  2. "Disclaimer: this is a personal website, managed in my own free time and which reflects only my personal opinions. The posts and opinions expressed on this website do not represent the opinion or the policies of the SJD Barcelona Children's Hospital, past or present, or any other organisation to which I may be affiliated".
- Non-corporate email addresses (such as Gmail, Hotmail or Yahoo) must be used to register personal accounts, profiles or pages on any page external to the SJD, since this information may be used for undesirable purposes.
- Medical opinions should not be provided on social media or on any other digital medium.
- The SJD discourages "befriending" patients, their caregivers or family members on social media. Professionals who treat patients should not send or accept friendship requests, barring unusual circumstances, such as when the friendship existed before the professional relationship.

- The SJD advises management or supervisory personnel to refrain from sending friend requests to professionals who are under their responsibility. Management or supervisory personnel can accept friend requests if said request is sent by the professionals for whom they are responsible, and they don't feel that this will have any negative impact on their working relationship.
- It should be remembered that confidential information concerning the hospital, its professionals or its patients must never be disclosed. In accordance with the laws in force, the disclosure of personal health information is prohibited, including pictures of patients in any social or digital medium.
- The Hospital holds the authorisations required for the transfer of the rights to images used for the production of audiovisual material (photographs, videos, etc.) and which include specific and restricted uses of such images. Under no circumstances may this document be used as an authorisation for use on the personal profiles of the Hospital's professionals.
- It should also be remembered that the Hospital's regulations prohibit the taking and publication of pictures of its patients unless authorised by the hospital management.
- Disparaging or offensive comments should not be published on the Internet. Other hospital employees, clients, suppliers, other healthcare centres and patients and relatives in general should be treated with the utmost respect and professionalism.
- If affiliation with the SJD Barcelona Children's Hospital is expressly mentioned—either in writing, by means of a picture taken at the hospital or by geotagging, and this is shared on social media—it must be consistent with the institution's high standards of professional conduct.
- Participating in activities or movements that may jeopardise or have a negative impact on the reputation of the SJD or the services it offers must be avoided.
- If social media is used during the course of the working day, said use should be made with a view to improving the service offered by the SJD, while ensuring that it does not interfere with professional commitments.

The Hospital has every confidence in the professionalism and criteria of its employees, trusting that their use of social media will be consistent with the institution's values and policies.

This social media policy of the SJD Barcelona Children's Hospital will be updated periodically, and the version published on the website (with the date of the latest update) will generally be regarded as the valid one.

Latest update: 6 March 2020