

Social media policy of SJD Barcelona Children's Hospital

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1. Description

- [SJD SERVICES, UNITS AND STAFF ON SOCIAL MEDIA](#)
- [PERSONAL USE OF SOCIAL MEDIA](#): tips and recommendations on interacting with social networks from your personal profiles:

SJD Barcelona Children's Hospital (SJD) has established this policy with regard to its **digital presence on social media**. This policy intends to ensure everyone has a positive experience. **We recommend reading it before taking part in these spaces.**

The SJD social media policy encompasses two different spheres:

- A. The institutional use of social networks**, where the objectives, commitments and rules of participation to be applied in the management of these spaces are determined for the centre and its staff when acting in the name of SJD.
- B. Personal use of social media**, where some tips and recommendations are established for the centre's staff when interacting on social networks (not necessarily in the digital spaces of SJD) from their personal profile.

Any queries about participation in the SJD social networks can be sent to hospitalbarcelona.redessociales@sjd.es, where the social media management team will attend the requests received.

2. Institutional use of social media

The purpose of SJD Barcelona Children's Hospital's activities on social media is to enhance and empower the presence, services and discourse of the institution and its professionals on social networks in accordance with the values that inspire the Hospital and the Hospitaller Order of the Brothers of Saint John of God.

The profiles of SJD 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 teens, for the purpose of both healing in the event of illness, and also prevention and the formation of good habits for a healthy life.

It is important to remember that **the information contained in our digital spaces is not intended to replace a medical visit or a professional nurse**. It is therefore complementary, where the sole objective is to educate and foster good health habits. Users assume full responsibility for how they decide to use this information.

NOTICE OF RESPONSIBILITY: with regard to the posting of contents, the Hospital is only responsible for those prepared by SJD itself, or its content recommendations from other sources, with a commitment to ensuring the quality of the content published in our spaces.

- Other content is the responsibility of those who post it, and in no way can be attributed to SJD Barcelona Children's Hospital, although it may be found in spaces belonging to the centre.
- SJD Barcelona Children's Hospital is not held liable for content found and/or posted on other pages or groups that do not belong to the centre, even though the centre's name is stated on them.
- SJD Barcelona Children's Hospital reserves the right to delete content which does not comply with the requirements established in this user policy.

2.1 Our commitment to patients, their families and society in general

1. SJD is committed to promoting a new healthcare model through digital channel, one in which the patient is co-responsible for their health. In the context of the digital revolution, SJD not only considers having a social media presence to be inevitable, but it also values it as the best option that can be chosen in the interests of its patients, because "in order to act responsibly, knowledge is required."
2. The discourse will always have an approachable and cordial tone. SJD has opted to use the personal "YOU" form on the various social networks where it is active, with the idea of being approachable in the eyes of the public and thus encouraging this discourse.
3. SJD is committed to transparency: the social media managers will not delete any contribution unless it is considered offensive, uses rude language, violates people's privacy or refers to an issue completely unrelated to the centre (spam).
 - The presence of SJD does not seek to change opinions nor impose those held by the institution; it solely seeks to share, listen and dialogue with those participating and give its support wherever possible.
 - SJD does not moderate the content of the spaces under its name nor edit it to correct spelling or grammatical errors. For this reason, we ask that if you find any participation in our spaces inappropriate, either due to its veracity or its manner, you let us know so that we can act accordingly.
4. SJD is committed to offering added-value content which is useful and interesting, both clinical and also of a more recreational nature.
 - Our task is to ensure that accurate and quality clinical information is provided. To do so, we continually monitor our digital spaces and are in close contact with our professionals.
5. As for the content created by SJD itself, or that recommended by other sources, the Hospital is committed to:
 - Ensuring its veracity and accuracy as far as possible and not publishing anonymous content.
 - Linking directly to the original sources of third-party information and explicitly acknowledging their authorship.
 - Recognising and correcting errors in the briefest time possible.
6. SJD is committed to promoting the creation and dissemination of content with a [Creative Commons Attributions 3.0](#) license, i.e. free of intellectual property rights, in order to achieve maximum distribution of documents, videos, teaching materials, etc. The Hospital

guarantees that all institutional material subject to this license will undergo the appropriate technical and professional review.

7. With regard to the language used by SJD in its posts and entries on the various social network channels, they are written in both Catalan and Spanish, a practice guided by the Hospital's desire to reach the greatest possible number of people, both within its regional area of influence and beyond. Furthermore, given the global nature of the Internet and social networks, the incorporation of content in other languages (English, French, etc.) is also contemplated. In this case we will attempt to explain the content to make it easier to understand.
8. The SJD social media managers make their best effort to attend all submissions, questions and comments that arise.
 - The social media team manages its pages and spaces from Monday to Thursday, 9 a.m. to 5 p.m. and Friday from 8 a.m. to 3 p.m. (working days in Barcelona, Spain).
 - These hours do not limit off-scheduled publication of content, a possibility offered by the content management tools.

2.2 Rules of participation in the social media spaces of SJD

These rules are addressed to SJD staff and individuals unrelated to SJD who take part in the dialogue of our social media spaces.

In order to ensure a good experience in the use of the social networks of SJD Barcelona Children's Hospital, the following **rules of participation** have been established:

- SJD Barcelona Children's Hospital ensures the protection of minors. For this reason, it is strictly prohibited to post photographs, videos or another images where minors appear without the signed consent of their parents or legal guardians.
- It is recommended to check the copyright policy of any content you wish to share on the SJD social networks:
 - Avoid posting content without the permission of the authors when this permission is required.
 - If considered appropriate to provide copyrighted Internet content whose publication is permitted, the URL must be given so that the rest of the participants can consult or download the content from the owner's page.
- The opinions of the other participants must be respected, even when not shared. The use of insulting, offensive, racist, violent or xenophobic language is not permitted, nor the promotion of illegal activities.
- The posting of personal data (postal or email address, phone number, etc.) should be avoided on the pages of SJD Barcelona Children's Hospital.
- Advertising of for-profit companies, services or events must be avoided. Messages with charitable or non-profit purposes are handled at the discretion of the social media management team, as well as those messages that propose joining groups or pages unrelated to SJD Barcelona Children's Hospital.

- Ensure the topic of conversation is on issues related to the pages or accounts. If there is to be a discussion about other issues, we recommend searching for other more suitable pages or groups.
- Avoid writing the same commentary more than once; this practice is considered spam.
- The platforms where the pages of SJD are located have their own rules of submission which also must be respected.

The social media managers of SJD Barcelona Children's Hospital reserve the right to delete any messages that do not respect these rules, or block the activity of a person from its pages if such behaviour becomes recurrent.

2.3 SJD services, units and staff on social media

It may be the case that a certain Service/Unit or professional of SJD Barcelona Children's Hospital has an interest, or their managers request their participation, in a certain Internet conversation for professional purposes (forums, blogs, social media accounts or groups, etc.), on behalf of the centre or with regard to its objectives. In this case, this must be notified via email to hospitalbarcelona.redessociales@sjd.es, indicating in the subject "*Participation in social media*".

All staff who participate in social media in the name of the Hospital must comply with the following rules of participation:

- As a general rule, common sense and a professional style and focus must be applied.
- It is especially recommended to act transparently and in accordance with current law and the values of the institution. Likewise, all the rules already applicable to the centre must be followed in matters such as data protection or compliance with the centre's regulations. All the documentation covering this information can be found in the Data Protection Committee section of the institutional intranet.
- The use on websites or social media of information or image resources (photographs, logos, corporative image elements, illustrations, videos, etc.) related to SJD for professional purposes must be consulted with the centre's Marketing and Communications Department.
- If any member of Hospital staff wants or needs to open a social media account (blog, Facebook group, Twitter or Instagram account, etc.) on behalf of one of the centre's units or services, they must contact the Marketing and Communications Department to make a new profile proposal. SJD will offer its support and recognition through its institutional social media accounts. Any queries about participation in the SJD social networks can be sent to hospitalbarcelona.redessociales@sjd.es, where the management team will provide support and information on best practices.

3. Personal use of social media

Social media offers an unlimited number of possibilities for SJD staff to enjoy responsibly. As members of the institution, even when interacting in social networks from their personal profiles, our professionals must take into account a series of tips and recommendations to ensure they use them properly whenever referring to the centre, geolocating it in their interventions or presenting themselves as professionals here.

In order to avoid possible conflict with the information communicated by SJD Barcelona Children's Hospital, **the centre offers a series of tips and recommendations for its staff when interacting on social media from their personal profiles:**

- In accordance with current law, it is prohibited to reveal a person's health information, including images of patients on any social network or digital media, or confidential information pertaining to the centre and its staff. We do not consider the consent a patient might grant to a given professional to manage their image to be valid, as this may lead to conflict between the parties; therefore, Hospital staff are not permitted to request image consent from patients for their own use.
- Sharing your knowledge: all staff members and collaborators of SJD Barcelona Children's Hospital have knowledge, talent and skills to share via social media, and the centre encourages them to do so. In this way, staff help raise awareness of the centre and its values, which will be remembered by others. This can also benefit their career, in positioning themselves as specialists in their field who are dedicated to their profession.
- Any SJD staff member with a personal presence on social media can freely express themselves as such. They should be transparent in this regard, making it clear that they participate on their own behalf and not in the name of SJD Barcelona Children's Hospital. The suggested text given below can be used on a personal blog, social network, etc.:

"The contributions and opinions on the profile are of a personal nature and do not represent the opinions of SJD Barcelona Children's Hospital." Or you can simply specify "Personal Opinions" on the profile.

- The personal profile should indicate the professional's position as well as their specialities. When practising at SJD and also at a private clinic, it is recommended to first mention the link to SJD using @sjdhospitalbarcelona and the telephone number 93 253 21 00 and then the clinic where the professional also works, where appropriate. It is also recommended that professionals link their curriculum vitae to the SJD website.
- Posts shared on social media must be consistent with the institution's high standards of professional conduct. This includes not posting images posing in the middle of an operation or explicit images of organs, as well as images that may indicate frivolous or unprofessional behaviour.
- A non-corporate email account (such as Gmail, Hotmail or Yahoo) must be used to register accounts, profiles or personal pages on any page outside SJD, as this information could be used for unwanted purposes.
- It is not recommended to give medical opinions on social media or any other digital media.
- Hospital rules prohibit the taking and posting of images of our patients by professional, including explicit images of organs or diagnostic tests which might divulge the patient's identity.
- The Hospital has authorisations for the assignment of image rights that are used for the production of audiovisual material (photographs, videos, etc.) that include specific and very restricted uses of these images. This image rights assignment document cannot be used as authorisation for use on the personal accounts of Hospital professionals.
- SJD advises against making "friends" on social networks with patients or caregivers and relatives of patients. Professionals caring for patients should not make or accept friendship requests except in unusual circumstances, such as when the friendship pre-dates the therapeutic relationship.
- SJD advises against management or supervisory staff becoming "friends" with professionals under their responsibility. Management or supervisory staff can accept "friendship" requests if these are made by the professionals they supervise and if they consider that this would not have a negative impact on the working relationship.

- Derogatory or offensive comments shall not be posted on the Internet. It is recommended to be respectful and professional in the relationship with other employees of the centre, clients, suppliers, other health centres and patients and family members in general.
- It is particularly advised to avoid participation in actions or movements that may cause harm or have a negative impact on the reputation of SJD and the services it offers.
- If social media is used during the working day, it must be used in a way that improves the service offered by SJD and does not interfere with work commitments.

SJD ensures that all Hospital professionals are aware of the protocol and usage recommendations on personal social networks, but cannot be held responsible for the content they post there. That is why this protocol states the need for Hospital staff to indicate in their profiles that the opinions are personal, and trusts in their professionalism and judgement to ensure they are used in line with the values and policies of the institution.

This Sant Joan de Déu Barcelona Children's Hospital social media policy will be updated periodically, with the version published on the website (with the date of the last modification) being generally valid.

Latest update: October 2021