

Our Social Media Principles

We want our social media platforms to be a welcoming space where people feel comfortable to talk to us and each other. We ask that everyone shows each other courtesy and respect.

We welcome your feedback on our social media platforms and the best ways in which we can engage with you online. Please message us if you have a suggestion at stw.communications@nhs.net.

Our communications team updates and monitors our social media pages during office hours Monday to Friday. We will:

- Respond to any messages in a timely manner. Sometimes it may take us a little time to find out some information for you, so please be patient;
- Read all mentions, posts and direct messages sent to us. We can't always reply individually but we do listen to your comments and suggestions;
- Let you know if you need to send a message to someone else. For example, if you want to talk about an individual situation, it is best to contact our Patient Advice and Liaison Service ([PALS](#)).

Taking Action

We believe people are entitled to share their views and we won't remove a post simply because it's negative.

However, if we believe a contribution goes against our principles we may hide or remove it. In extreme cases, we reserve the right to report comments to the social media platform and the police.

We will take action when a post:

- Contains hateful or discriminatory comments;
- Contains profane, offensive or violent language;
- Is abusive towards members of staff* or the public;
- Refers to inappropriate or illegal material or activity;
- Relates to confidential or personal information;
- Contains irrelevant advertising.

If you would like to engage with us on our social media platforms, please abide by our principles outlined above.

If you have any questions, please get in touch by direct messaging us or by emailing: stw.communications@nhs.net.

*We take concerns about our staff very seriously. If you have an issue or concern about an individual, please contact our Patient Advice and Liaison Service ([PALS](#)).