**Social Media Policy for Kirton Lindsey and Scotter Surgery**

**Introduction:** Kirton Lindsey and Scotter Surgery recognizes the importance of effective communication through digital platforms, including our official website and social media channels. This Social Media Policy outlines the guidelines and expectations for the use of these platforms by both staff and patients to maintain a positive and informative online environment.

**Official Website:**

1. The Surgery website, <https://kirtonlindseyandscottersurgery.co.uk/>, serves as an essential tool for disseminating information relevant to patient care.
2. It is the responsibility of the practice to keep the website updated with accurate and current information.

**Facebook Page:**

1. The Surgery maintains a Facebook page at <https://www.facebook.com/people/Kirton-Lindsey-Scotter-Surgery/100086031864669/> for the purpose of making useful announcements and sharing important information with patients.
2. Patients are encouraged to follow the Facebook page to stay informed about practice updates and announcements.

**Patient Complaints:**

1. Patients are expected to engage with the practice directly to resolve any complaints they may have.
2. Posting slandering comments on social media platforms without prior engagement with the practice will result in disciplinary action as outlined in the practice policy.

**Threatening Behaviour:**

1. Patients informing staff of their intention to post derogatory comments on social media without engaging with the practice's complaint policy will be considered as threatening behaviour.
2. Threatening behaviour will be taken seriously, and appropriate disciplinary action will be taken in accordance with the practice policy.

**Guidelines for Staff:**

1. Staff members are expected to adhere to professional standards when using social media, ensuring that their online behaviour reflects positively on the practice.
2. Staff members should refrain from discussing patient information or sharing confidential details on any public platforms.

**Monitoring and Moderation:**

1. The practice reserves the right to monitor and moderate content on its official social media channels to ensure compliance with this policy.
2. Inappropriate or offensive comments will be removed, and individuals responsible may face disciplinary action.

**Consequences of Policy Violations:**

1. Violation of this social media policy may result in disciplinary action, including warnings or removal from patient list, as per the severity of the violation.
2. Legal action may be taken in cases where the violation involves defamation, breaches of patient confidentiality, or other legal issues.

By engaging with our digital platforms, patients and staff agree to adhere to the guidelines outlined in this Social Media Policy. The practice reserves the right to update and modify this policy as needed.