

## New Dialogue Social Media Guidelines

On 28 November, New Dialogue became the new home of Healthwatch Kingston upon Thames.

Since its creation, our organisation has been registered as the charitable company 'Healthwatch Kingston upon Thames', established to deliver the Healthwatch statutory service for the Royal Borough of Kingston upon Thames.

Following careful consideration, the Healthwatch Kingston Board agreed to change the charitable company name to 'New Dialogue'.

This change relates solely to our organisation's name. The legal entity remains the same, and there is no change to governance, staff, or the delivery of the Healthwatch Kingston upon Thames statutory service.

### 1. Scope

This policy applies to

Employees	x
Contractors	x
Volunteers	x
Partners	
Suppliers	
Consultants	

Unless otherwise stated, this policy and procedure is non-contractual, does not form part of any contract of employment, and may be adapted or amended at any time by the Board.

### 2. Policy Statement

New Dialogue/Healthwatch Kingston recognises that in the community it serves, volunteers, board members and employees may have been friends or acquaintances prior to their involvement with New Dialogue/Healthwatch Kingston. There is no desire to police personal relationships; these procedures are intended only to maintain appropriate service

boundaries and to protect the reputation of New Dialogue/Healthwatch Kingston and the confidentiality of those we work with

### **3. Definitions**

#### **New Dialogue (including Youth Out Loud and Healthwatch Kingston)**

1. Its online presence does not breach confidentiality or equal opportunities requirements, and that New Dialogue/Healthwatch Kingston's good reputation is maintained
2. Appropriate privacy settings are in place
3. Photographs are only uploaded with the consent of all those pictured
4. Regular checks that the social media content is appropriate and up to date are undertaken by a designated board member
5. The New Dialogue/Healthwatch Kingston corporate identity is used correctly and identifies the site by the appropriate name and branding
6. Any complaints that may be brought up on the site are responded to at the earliest opportunity, taken to a private communication channel and follow the organisation's complaints procedure.

#### **Board members and employees**

1. Board members and employees will ensure that they do not breach the confidentiality or dignity of colleagues or volunteers, or compromise New Dialogue/Healthwatch Kingston's reputation in their personal blogs or on social networking accounts.
2. Board members and employees are encouraged to promote and celebrate New Dialogue/Healthwatch Kingston's successes and news in their personal blogs or on social network accounts, within the boundaries of confidentiality and respect as above
3. Employees should not engage in personal social networking activities during work hours
4. Employees will not add any current volunteer, or service users they engage with during the course of their work, as a Facebook friend; in order to maintain the appropriate service boundaries. Volunteers and service users may follow New Dialogue/Healthwatch Kingston fan pages or Twitter accounts and share messages from them

5. Breaches of confidentiality or equal opportunity and diversity policies are treated seriously, and may be addressed through the organisation's disciplinary procedures
12. Board members and employees will not use the New Dialogue/ Healthwatch Kingston logo or corporate identity materials on personal websites, blogs or social networking accounts. They may use and encourage others to use specific New Dialogue/ Healthwatch Kingston promotional material as approved.
13. New board members and employees must receive these guidelines as part of their induction into New Dialogue/Healthwatch Kingston.

## **Volunteers**

1. Volunteers ensure that they do not breach the confidentiality or dignity of colleagues or other volunteers if they discuss New Dialogue/Healthwatch Kingston in their personal blogs or on social networking accounts
2. Volunteers are encouraged to promote and celebrate New Dialogue/ Healthwatch Kingston's successes and news in their personal blogs or on social network accounts within the boundaries of confidentiality and respect as above
3. Volunteers will not use the New Dialogue/Healthwatch Kingston logo or corporate identity materials on personal websites, blogs or social networking accounts
4. Breaches of confidentiality or equal opportunities and diversity policies are taken seriously and may result in the volunteer being asked to leave the organisation
5. New volunteers will receive this policy as part of their induction

## **Social media and e-communications**

When working with volunteers', young people (13-17) or vulnerable adults, employees and volunteers should not communicate privately outside of agreed New Dialogue/Healthwatch Kingston working hours.

If a young person or vulnerable adult makes contact outside of agreed New Dialogue/Healthwatch Kingston working hours, the employee should wait until back on duty to respond. If, however, contact has been made in

relation to a safeguarding issue, the DSM must be notified immediately and the safeguarding procedures followed.

Employees and volunteers should not store personal contact details of young people or vulnerable adults on their personal devices. Contact with young people and vulnerable adults should only be made through specific work devices.

Further information on Safeguarding and other policies and procedures can be found on our website:

- [HW Kingston Safeguarding Policy and Procedures](#)
- [All about: Our Policies and Plans | Healthwatch Kingston](#)

### **Social networks**

Facebook: [@HWKingston](#)

LinkedIn: [Healthwatch Kingston](#)

BlueSky: [@hwkingston.bsky.social](#)

X: [@HWKingston](#)

Instagram: [@youth\\_outloud](#)