

1. PURPOSE

Lower Hume Primary Care Partnership (PCP) recognises that social media provides opportunities for dynamic and interactive two-way communications which has the potential to complement existing communication methods. The purpose of utilising social media is to increase engagement with stakeholders (including organisations and community members) with the aim to improve population health and wellbeing outcomes.

This strategy provides guidance to staff for the use of social media platforms to ensure consistency, accuracy and appropriateness of communication.

2. RATIONALE

Social media will enhance Lower Hume PCP's ability to communicate with and listen to its members, partners and communities. It will supplement and enhance traditional channels of communication to improve the speed and reach of two-way communication.

3. APPLICATION/SCOPE

This strategy applies to all staff and volunteers of Lower Hume PCP who use any type of social media on its behalf.

The strategy is not intended to cover personal use of social media where:

- The author publishes information in their personal capacity and not on behalf of, or in association with Lower Hume PCP, and
- No reference is made to Lower Hume PCP, its staff, stakeholders or any related issues.

This strategy should be read in conjunction with other relevant policies and procedures of Lower Hume PCP, Nexus Primary Health and Seymour Health.

Lower Hume PCP staff are encouraged to 'like' the organisation's Facebook page and also 'like' and 'share' posts from the page from their personal account. However staff should consider carefully how they represent the organisation if commenting whilst sharing a post.

Definition of social media – forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content including video.

4. PROTOCOL

Lower Hume PCP's primary social media platforms include (but are not limited to):

- Lower Hume PCP Facebook Page

Access to Lower Hume PCP related Facebook pages will be granted to pre-existing personal Facebook accounts. If there is no active personal Facebook account, an account will be generated using a Lower Hume PCP email addresses.

In normal operation the permissions of Lower Hume PCP's Facebook page will be shared across all staff members, overseen by the Executive Officer. Levels of access will be granted as follows:

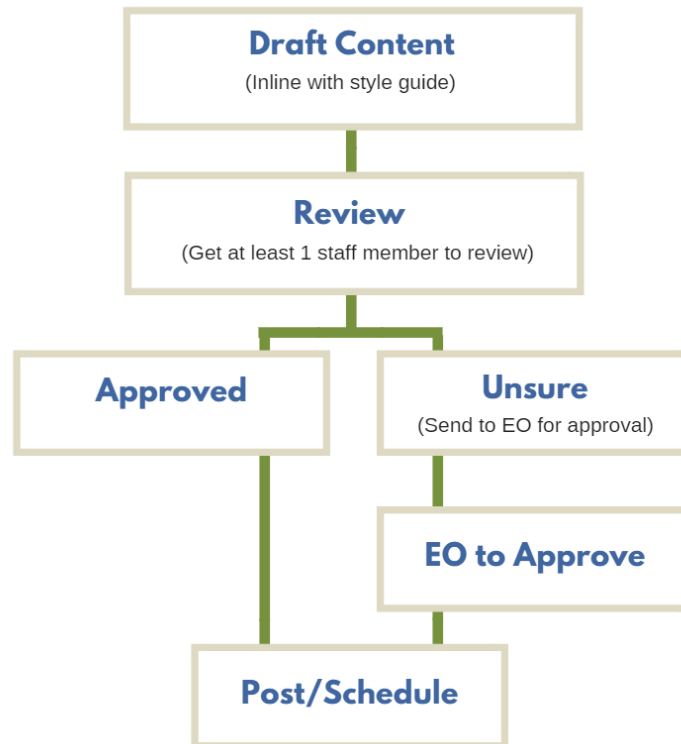
- Administration access: Executive Officer and Executive Support and Projects
- Editor access: All other Lower Hume PCP Staff

Administrator and editors must ensure that when posting on Lower Hume PCP’s Facebook page they are doing so as Lower Hume PCP – not as themselves (i.e. using their personal Facebook identity). This ensures consistency and a professional approach to our page. Check every time!

5. ROLES AND RESPONSIBILITIES

Roles	Responsibilities	Authorisation
Executive Officer	<ul style="list-style-type: none"> • Authorise, advise and monitor on the use of and strategies for social media • Educate staff and volunteers about this strategy and their responsibilities when using social media. • Assist staff to record and monitor content (see section 9 & 10) • Monitor social media accounts/ tools/ sites. • Ensure all social media best practices are adhered to. • Offer training for staff using social media. 	<ul style="list-style-type: none"> • Approve initiatives, programs and strategies that incorporate the use of social media. • Approve all formal publications (eg. Media Release, LHPCP branded documents/reports, LHPCP event flyers, etc). • Approve comments that require investigation or advice. • Approve social media users and administrators.
Executive Support and Projects Officer	<ul style="list-style-type: none"> • Arrange for the establishment of all approved social media platforms to ensure the project, initiative or program has consistent branding. • Monitor and advice on adherence to style guide. • Provide quarterly reports on social media performance to team meetings. • Conduct monthly security, design and functionality checks. • Offer training for staff using social media. 	<ul style="list-style-type: none"> • As per all staff and volunteers.
All staff and volunteers	<ul style="list-style-type: none"> • Read, understand and comply with the provisions in this strategy and associated guidelines and policies. • Seek advice from the Executive Officer if unsure about applying provisions of this strategy. • Familiarise yourself with end user license agreements of any external social media tools being used. • Take the lead on posting, commenting and monitoring social media site/s on 1 day per week as allocated. Roster is available in N:\Public\PCP\Restricted 2 users\Social media File Name: Lower Hume Primary Care Partnership Social Media ROSTER YYYY • Inform the Executive Officer when leave or events may prohibit the ability to fulfil social media roles on the allocated day. • Seek training and development for using social media. • Support the maintenance and recording of passwords, email addresses, comments, friends and followers. Save screen shots of communications when using externally hosted sites (e.g. commenting on another person/organisations page). 	<ul style="list-style-type: none"> • Draft content for social media in line with this strategy. • Post day to day content (see section 7: content) that complies with this strategy and has been reviewed by at least one other staff member. • Respond constructively to comments in a timely manner. • Inform the Executive Officer of difficult or controversial comments as soon as identified.

Figure 1: Post drafting and approval process



6. STANDARDS AND EXPECTATIONS

When using social media staff and volunteers of Lower Hume PCP are expected to:

- Seek prior authorisation from the Executive Officer to change or setup new pages or group pages.
- Adhere to Lower Hume PCP, Nexus Primary Health and Seymour Health codes of conduct, policies and procedures.
- Behave with caution, courtesy, honesty and respect.
- Comply with relevant laws and regulations.
- Reinforce the integrity, reputation and values of Lower Hume PCP and member agencies.

6.1 Prohibited behaviours and actions

When using social media Lower Hume PCP staff and volunteers must not under any circumstances engage, participate or contribute to the following:

- Abusive, profane or sexual language.
- Content not related to the subject matter of that blog, board, forum or site.
- Content that is false, misleading or un-verified.
- Confidential or unauthorised information about Lower Hume PCP including members and partners.
- Unauthorised use of copyright or trademark protected materials including photos.
- Discriminatory material in relation to a person or group based on age, colour, faith, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation.
- Illegal material or materials designed to encourage law breaking.

- Materials which could breach applicable laws (defamation, privacy, financial rules and regulations, fair use, trademarks).
- Material that would offend contemporary standards of taste and decency.
- Material which would bring the PCP into disrepute.
- Spam, meaning the distribution of unsolicited bulk electronic messages.
- Statements which may be considered to be bullying or harassment.
- Communicating in private messaging outside of approved messaging.
- Accidentally liking or commenting on personal timelines or matters via a Lower Hume PCP owned platform.
- Liking or connecting with un-related pages, groups, causes or individuals.
- Negatively commenting on Lower Hume PCP matters either using staff's own personal social media account or owned platforms.
- Committing the PCP to actions or undertakings without the authority to do so.

The same limitations and guides apply to social media as they do to other media publications. Any content published is representative of Lower Hume PCPs message in the public domain. Any misleading, disruptive, negative or opinionated messaging, including the restricted actions above, are not to be shared via any Lower Hume PCP social media account. In the event that staff or volunteers encounter such material they must immediately notify the Executive Officer.

Where individuals have abused their access to social media platforms, Lower Hume PCP will review the severity and may pursue disciplinary action. If you have any doubts about the provisions of this strategy, check with the Executive Officer before using social media to communicate.

Table 1: Standards and expectations on social media

Authorisation	Ensure appropriate authorisation protocols are adhered to at all times when using social media. Appropriate accesses are outlined in section 5.
Disclosure	Only discuss publically available information. Do not disclose confidential information, internal discussions or decisions of employees, members or partners.
Accuracy	Be accurate, constructive, helpful and informative. Correct any errors as soon as identified. Do not publish information that may be false, misleading or deceptive.
Identity	Be clear about professional identity or any vested interests. Do not use fictitious names, identities or participate anonymously.
Opinion	Clearly separate personal opinions from professionals ones. In general, don't express personal opinions using Lower Hume PCP identifications. Where this is not possible, consider using a formal disclaimer to separate official Lower Hume PCP positions from personal opinions.
Privacy	Be sensitive to the privacy of others. Seek permission from anyone who appears in any photographs, videos or other footage before sharing these via any social media. If asked to remove materials do so as soon as possible.
Intellectual property	Seek permission from the creator or copyright owner, to use or reproduce copyright material including applications, audio tracks (speeches, songs), footage (video), graphics (graphs, charts, logos), images, artwork, photographs, publications or music. Seek permission from the website's owner wherever possible before linking to another site (including a social media application).
Defamation	Do not comment, contribute, forward, post, upload or share content that is malicious or defamatory. This includes statements which may negatively impact the reputation of another.
Reward	Do not publish content in exchange for reward of any kind or seek to buy or recompense favourable social media commentary.

Political bias	Do not endorse any political affinity or allegiance.
Respect	Always be courteous, patient and respectful of others' opinions, including detractors.
Discrimination	Be aware of anti-discrimination laws and do not publish statements or information which may be discriminatory.
State of mind	Do not use social media when inebriated, irritated, upset or tired.
Be safe	Protect your personal privacy and guard against identity theft.
Media	Do not issue statements or make announcements through social media unless authorised. Contact the Executive Officer if approached by media for comment through social media.
Be timely in your response	Respond to comments and queries in a timely and professional manner. It is expected that each social media platform is inspected at least twice every work day. For matters that require investigation or advice, respond with an acknowledgment and indicate that the issue is being followed up. Make it easy for audiences to reach Lower Hume PCP via other methods by publishing website details.

7. CONTENT

7.1 What to post

Think about what our stakeholder's and community's needs are when you are writing posts. It might not be directly about Lower Hume PCP's role or work, but it should be of use to stakeholder's and community members to support health and wellbeing messages and assist in improving outcomes.

All communications should contribute to our overall social media goals

- to connect with stakeholders and the community
- to assist with communicating health and wellbeing information, our work and opportunities to get involved
- gain knowledge of other things happening in the community
- connect with and learn from other organisations.

Ideas for posts could include:

- local information, news or events including social issues relating to health and wellbeing,
- healthy lifestyle tips and information, recent research, health statistics, recipes
- encouraging followers to share their stories and experiences,
- current initiatives, training, achievements, updates, reports,
- local services (e.g. parks, library events, walking programs)
- health and wellbeing awareness days/months, events of cultural significance, significant community events,
- sharing other relevant content e.g. related organisations, partners/collaborators work.

An annual calendar highlighting events like awareness days/months, events of cultural significance (e.g. Mother's day, NAIDOC), other significant community events will be developed to plan and schedule posts in addition to regular content.

Try to plan for a mix of these three types of content:

1. Campaign posts – have a unified strategy/message which drives engagement. (bread & butter)
2. Adhoc posts – stand alone, tell a whole story in one post
3. Curated content – sharing posts from other pages.

7.1.1 When can you use someone else's image without violating copyright law?

Simply put, you can use someone else's image when they give you permission to do so. That doesn't mean you have to call up the photographer every time you want to use an image. Creative Commons images are a great example—the licenses themselves indicate permission, so you don't need to do any further legwork. To be safe, look for images with either an attribution-only or a Creative Commons Zero (CC0) License. (Figure 3). Stock photography sites are another great option. Some free stock photo sites include [Canva](#), [Flickr](#) and [Pixabay](#).

You can also use Google image search to find free images, as long as you proceed with extreme caution. You need to use the Advanced Image Search to specify that you are looking for images that are "free to use or share, even commercially." (Figure 4).

Figure 2: Searching for Creative Commons images of Flickr

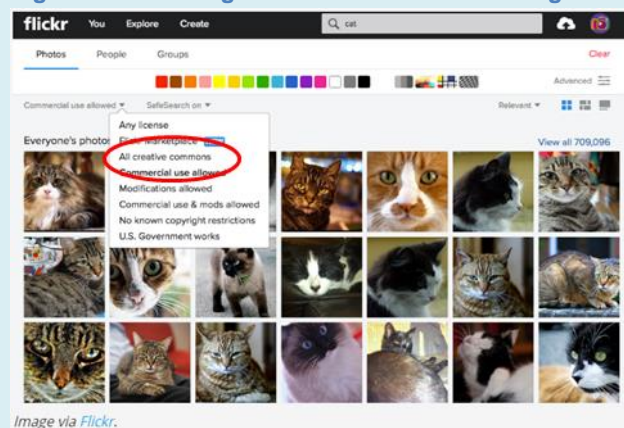
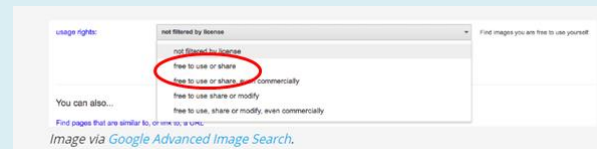


Figure 3: Google advanced image search



7.2 When to post

A schedule for active posting will be developed which sets out the messages that the team would like disseminated to stakeholders and the community. This will be an ongoing agenda item at team meetings to ensure the schedule is continuously considered and updated.

While social media operates 24 hours, 7 days a week, we do not. We will make this clear on our Facebook page by including a disclaimer, so that stakeholders and community members understand the parameters which guide our timeframes for reply. That said, if staff members notice something has been posted that should not be there, please let the Executive Officer know as soon as possible.

8. STYLE GUIDE

Ultimately we want to work towards becoming a trusted voice in our communities. This is achieved by the type of content we post but also the tone and style it is presented in. It is important that communication is clear, timely, jargon and acronym free. When compared to other written formats, a more casual communication style is appropriate on social media. Language should be clear and accurate, yet informal and friendly.

Communication on social media must be consistent with other forms of communication, relate back to Lower Hume PCP's purpose and adhere to the organisational values.

All formal communication produced for distribution must be approved by the Executive Officer before it is released for public viewing. This includes publications such as media releases, advertisements, articles, interviews, flyers, invitations, banners, programs and events.

8.1 Tone of Voice

Tone of voice is not what you say, but how you say it. This encompasses not only the words you choose, but their order, rhythm and pace. The following table outlines the appropriate use of language when engaging on the Lower Hume PCP Facebook page.

Table 2: Tone of Voice: Lower Hume PCP Facebook Page

Character	<ul style="list-style-type: none"> • Friendly • Informative • Encouraging
Tone	<ul style="list-style-type: none"> • Conversational • Fair • Personal • Helpful • Light hearted
Language	<ul style="list-style-type: none"> • Informal • Simple • Enthusiastic • Entertaining
Purpose	<ul style="list-style-type: none"> • Engage professional stakeholders • Connect the community • Inform health and wellbeing messages/initiatives • Enable improvements in health and wellbeing

8.2 Consistent style

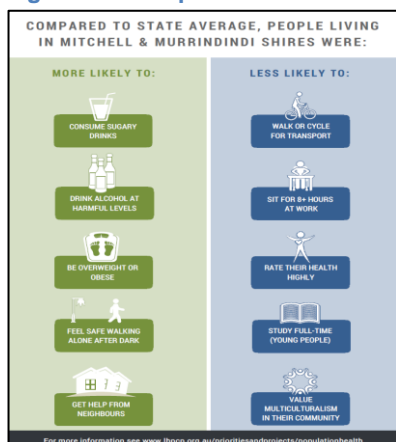
The tone and appearance of every social media post should be somewhat consistent to develop our brand and reinforce our purpose.

Grammar	<ul style="list-style-type: none"> • Proper capitalisation and spelling (e.g. Indigenous). • Only use acronyms if you have included full text version in the post. <i>Note:</i> be careful with acronyms for example, do not use ATSI. • Remember health literacy principles. • Write short but smart - simplify your ideas or reduce the amount of information you're sharing—but not by altering the spelling or punctuation of the words themselves. It's fine to use the shorter version of some words, like "info" for "information." But do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you." • Numbers over 3 digits get commas (9,000), round up percentages to the nearest whole number. • Use exclamation points sparingly and never more than one at a time. They're like high-fives: A well-timed one is great, but too many can be annoying. When in doubt, avoid! • Use italics to indicate the title of a long work (like a book, movie, or album) or to emphasize a word. Don't use underline formatting, and don't use any combination of italic, bold, caps, and underline. • Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.
Post formatting	<p><u>Hashtags</u> - Facebook accepts hashtags but they can make your Facebook content look overtly promotional. In general, avoid using hashtags on Facebook.</p> <p><u>Emojis</u> – using emojis increases engagement if done correctly. There is no reason why you shouldn't include an emoji in a post the same way you would in a text message (when appropriate). Before using an emoji ensure:</p> <ul style="list-style-type: none"> - You know what it means https://emojipedia.org/

	<ul style="list-style-type: none"> - It is relevant to the context (who will be viewing it, what you are trying to communicate). - you communicate your message clearly and don't rely on people knowing what the emoji means. <p><u>Links</u> – reduce the length of links within posts. Use our bitly account to shorten, customise and track links. https://bitly.com/ (username & password saved in restricted 2 users- memberships).</p>
Post Templates	<p>Post templates should be used where possible, keeping in mind visual guidelines, brand colours and fonts.</p> <p>Post templates are available through Canva</p>
Visual guidelines	<p>Images should be aligned with our other visuals including profile pictures, header images, website and photos we publish.</p> <p>Images including photos should be relatable to our community and as much as possible photos should be of places or people within our catchment. Optimal image size – ensure photo is clear and not blurry or distorted in any way.</p> <p><u>Giving credit</u> When using someone else's image, or sharing an article they wrote or discovered, you should give that person credit. Tag the original content owner in the post in a way that acknowledges that it has come from them.</p>
Brand colours	<p>Our brand colours are blue, green and tan</p> <p>Blue codes – Hex: #365f91 or RGB: R54 G95 B145</p> <p>Green codes - Hex: #76923c or RGB: R118 G146 B60</p> <p>Tan codes – Hex: # DDD9C3 or RGB: R221, G217, B195</p> <p>Try to keep visuals simple and avoid using multiple bright colours.</p>
Fonts for graphics	<p>If you are creating an infographic or other visual that includes text ensure fonts are easy to read and consistent with our branding. Only use one font or different versions of the same font type per graphic (e.g. Arial, Arial black, Arial narrow).</p>
Photos and videos	<p>Any photos or videos that the team have taken are stored in restricted 2 users – photos folder. If you are unsure if permission has been granted to use photos or videos on social media, please ask the person who took the photos or the Executive Officer. Even with permission be mindful not to post anything that people might find embarrassing, or ask permission before you do.</p> <p>If we do not have a photo internally that fits your purpose see free stock photo websites (links of page 11).</p>
Logos	<p>Follow <i>Using Lower Hume PCP Logo</i> guidelines, located in restricted 2 users – logo and letter head folder.</p>
Responding to questions	<p>Always remember that you are posting and responding as a representative of the organisation, therefore responses need to be consistent. See section 8.3 and 8.4 for details.</p>
Scheduling	<p>Content will be scheduled for key dates and events as agreed by the Lower Hume PCP team. Content development will be shared throughout the team depending on interests and expertise, and can include group brainstorming during team meetings. Content must be uploaded at least two weeks in advance of scheduled posting.</p> <p>Additional content may be scheduled for upcoming events and initiatives, or to spread out messages or different types of posts effectively. This can be done by the content developer as long as it has been reviewed and endorsed by another colleague.</p>

Examples

Figure 4: Example 1 LHPCP Content



Did you know that health and wellbeing is influenced by wide range of factors in the community such as education, employment, community safety and social connections?

The *Lower Hume Population Health and Wellbeing Profile* provides a summary of available information to better understand how we can improve the health and wellbeing of our communities.

What do you think of the summarised findings and how could we all contribute to improvements in health and wellbeing?

Check out our website for the full report <http://bit.ly/Healthprofile>

Figure 5: Example 2 promoting external image



Sugary drinks contain little nutritional value and provide excess energy that our bodies do not need, contributing to weight gain. Many drinks also contain acid that harm our teeth.

Water has no sugar, no acid, no kilojoules, and if you get it from the tap it's free!

Remember to choose water over sugary drinks by following these tips from Rethink Sugary Drink.

8.3 Guidelines

Table 3: Guidelines social media activity

Posting	<ul style="list-style-type: none"> Keep posts concise, engaging and message simple Include background information / purpose Aim for content that is local or relatable Include visual where possible Link to website for further information Encourage interaction – sharing, liking, commenting Aim for at least one post per week Vary content and type of posts Ensure you are giving content of benefit to stakeholders and community more often than you are asking for anything in return.
Sharing	<ul style="list-style-type: none"> Provide a simple explanation of what you are sharing and why Only share posts from credible sources
Events	<ul style="list-style-type: none"> A Facebook event will only be developed for training/ forums/ meetings organised by Lower Hume PCP – seek permission from the Executive Officer to create a Facebook event.
Facebook Live	<ul style="list-style-type: none"> Facebook live will only be used for events organised by Lower Hume PCP and approved by the Executive Officer Viewing of Facebook live events is appropriate if the content relates back to core business and is from a credible organisation or group.
Responding to comments	<ul style="list-style-type: none"> In general let people discuss the topics or issues we and they raise unimpeded. Post to let them know we are listening and to acknowledge their views. Post in response to factual inaccuracies about Lower Hume PCP and in

	<p>response to questions to Lower Hume PCP.</p> <ul style="list-style-type: none"> • If a response is required, aim to respond within 1 business day • Include information about how their feedback/input will be used. • Don't ignore negative feedback or comments, respond constructively using evidence if appropriate. Seek advice from the Executive Officer in situations where a constructive response is difficult or could be controversial. • Try not to use standard responses as our audience are likely to disengage if they feel we will only cut and paste a standard response. You wouldn't say the same thing to every person that you spoke to on the phone, so you shouldn't online.
Commenting / Liking other pages	<ul style="list-style-type: none"> • The deeper our social media engagement with other pages, the greater the chance our followers (and their followers) will engage with us and our messages. • Interact with stakeholder pages when possible to encourage two way communications. • Liking and following others on Facebook does not suggest official endorsement but rather recognition of a connection between that social media account and PCP in some way. Make sure there is a benefit to the community, our stakeholders or PCP before liking another page. • To ensure people who 'like' our page receive notifications we need to instruct and encourage them to 'follow' our page.
General	<ul style="list-style-type: none"> • When in doubt don't post/comment and seek advice from colleagues and the Executive Officer. • Aim to instil Lower Hume PCP's purpose throughout all interactions – improving health and wellbeing through partnerships. • Make interactions conversational and not too bureaucratic. • Consider whether the information or any additional information should be uploaded/updated on the Lower Hume PCP website to ensure consistency of information. • While we do not want to censor discussion on social media, any posts which contain offensive, discriminatory, insulting or slanderous content will be removed upon discovery. • Take a conversation offline if it relates to an individual and don't ever ask for contact details on the page. Instead provide a PCP contact number and/or suggest they private message us with their contact details. • Remember that Facebook does not spell check posts – type text in a word document and then cut and paste into Facebook to limit the possibility of errors. • Wherever possible try to use pictures or a simple image to make your point. • If you make a mistake in posting content or it contains inaccuracies, admit it (if required) and delete or edit it as soon as possible. • If you delete a comment (both our own or others) you must take a screen shot, paste it into a excel document and save it in the Social Media file - N:\Public\PCP\Restricted 2 users\Social media, File Name: LHPCP Facebook ACCOUNT RECORD & POSTING. • Remember that social media does not offer a level playing field to organisations that use it. Posts from community members can contain rude or insulting material which could upset or anger you. As a representative of Lower Hume PCP you must not respond the same way to rude posts. You must keep the tone of your posts as professional, friendly and helpful as possible. Do not post in anger, when in an emotional state or after consumption of alcohol. While our goal will be to reply quickly to posts, a reactive, rash, defensive or poorly thought out post will not help defuse a difficult online discussion and may in fact escalate the problem. Sometimes the best strategy will be to let the online community moderate such posts, at least until you talk to the Executive Officer as to how best to respond.

8.4 Responding to comments

Table 4: Guidelines for responding to comments

Type of comment or post	Example	Responding options
Neutral comment	A response to a question you posed. Tags a friend in the post.	Like their post/comment and/or respond (e.g. thanks for your thoughts, thanks for sharing).
Neutral or positive comment with information	“Interesting research but I don’t believe in drinking skim milk as it’s full of sugar”	Thank them for their comment and correct their statement with the view/ policy of the organisation. Direct them to further information with a link.
Query/question	“Will you be running the youth expo next year and do you know the dates?”	Answer the question, tag in the original poster. If you don’t know the answer, let them know their comment has been seen and you will follow up. Respond accordingly when you are able to.
Compliment	“Keep up the good work”	Thank the person who commented and let them know you appreciate their time to make the comment and you will pass it on to all involved. Take a screenshot and share with your team.
Complaint	“If you run this event again can you please get additional toilets as there was quite a wait today”	Take a screenshot and save. Acknowledge, apologise and act to resolve the issue/ complaint. Refer to appropriate person. Ask them to phone or email if more information is needed.
Sales/spam	“Visit my business page for x discounts on your new widgets”	Delete without notification. Report and block spammer.
Unhelpful, negative, attack or trolling	“Bloody x organisation at it again shaming smokers/ drinkers/ parents”	Take a screenshot and save. Remind them of the page guidelines and that they are welcome to leave the page. Delete and block (especially if repeat offender).
Vulgar, explicit, threatening or racist comments	Take a screenshot of the comment and save. Delete the comment. Remind other commenters on the thread that these comments will be deleted. Direct people back to page guidelines. Consider blocking if repeat offender. Any threats of violence should be escalated to management for further advice.	

9. RECORDING

9.1 Posts

All content published or communicated by or on behalf of Lower Hume Primary Care Partnership using social media must be recorded (including the author’s name, date, time and media site location) and saved in N:\Public\PCP\Restricted 2 users\Social media, File Name: LHPCP Facebook ACCOUNT RECORD & POSTING.

9.2 Deleted material

If you come across an offensive or otherwise unacceptable post that breaches our (or Facebook’s) rules for posting content, we must delete it. However if we think that some of the comment contained in that post has merit then we can re-post an edited version of it. If you delete a comment (even if you re-post an edited version) you must take a screen shot and paste

it in a word document and save it in the Social Media file - N:\Public\PCP\Restricted 2 users\Social media, File Name: LHPCP Facebook ACCOUNT RECORD & POSTING.

Lower Hume PCP actively monitors social media for relevant contributions that will impact on the organisation, its members, operations and reputation. Lower Hume PCP will be able to find and act upon contributions made by staff if deemed necessary. Lower Hume PCP reserves the right to remove, where possible, content that violates this strategy or any associated policies. It is important to note that we can remove posts from our page but it might have already been viewed or shared by others or recorded in a 'screen shot' which means it may live on indefinitely. Breaching this strategy may result in disciplinary action being taken including being banned from social media interactions on behalf of the organisation.

10. MONITORING

10.1 Evaluation

It is important that we continue to review our social media presence and consider opportunities to continuously improve. The following measures will be collected at 3 month intervals. These measures will inform a team on three questions – what are we doing well that we should keep doing? What are we not doing well that we should stop doing? What are we not doing that we should start?

Page insights

- likes & follows
- Post reach
- Engagement
- Page visits
- People reached/ engaged – gender, age, location

Activity log

- # of pages/posts we have liked, followed, shares

Website

- Clicks through to website, pages viewed

Data to be recorded and saved in N:\Public\PCP\Restricted 2 users\Social media, File Name: LHPCP Facebook ACCOUNT RECORD & POSTING.

10.2 Security design and functionality (SDF) checks

SDF Check	Description
Check URLs	Is the social media page URL functioning? This is relevant to ensure people can access the page through promotional materials and the website.
Check access	Ensure staff and volunteers who have left the organisation are removed from accessing the social media account.
Check community content	Ensure page does not include spam, abusive language or swearing – delete or hide such content.
Check 'about' section	Ensure the 'about' section is up to date and gives clear guidelines on the expectations of behaviour on the page.
Review page content	Ensure the output is consistent and in line with the style guide. Ensure all promoted content abides by copyright laws.

Data to be recorded and saved in N:\Public\PCP\Restricted 2 users\Social media, File Name: LHPCP Facebook ACCOUNT RECORD & POSTING.-

Related policies, strategies and legislation

- Nexus Primary Health Use of Social Media Policy
- Seymour Health Use of Social Media Policy

Training

<https://www.connectingup.org/learn/articles/planning-and-creating-content-facebook-webinar>

<https://www.facebook.com/help/>