



Last updated January 31, 2025

Community Management Policy for HSE Mid West

Introduction

Our community management policy governs the way we use social media. It is designed to inform our community about the rules and guidelines for participating in our online conversation. It helps set expectations to foster a healthy and transparent environment. Our social media is monitored Monday to Friday, from 9am to 5pm (GMT). It is not monitored 24/7.

Who we are

The HSE Mid West health region manages and delivers all public health and social care services in Clare, Limerick and North Tipperary, serving over 400,000 people.

This includes:

- Acute hospitals
- Primary care services
- Community services
- Social care services
- Public and private providers
- Health and social care professionals
- Voluntary sector services

How we use social media channels

HSE Mid West social media channels are a source of trusted, reliable, real-time and valuable health information. We use social media to:

- Communicate with people interested in our services.
- Share news announcements, events, health awareness campaigns, job opportunities, and service information.
- Provide updates during emergencies or public health outbreaks.
- Conduct social listening to gather insights into public opinion about our services
- Relay patient inquiries or concerns to our management team

Our content relates to initiatives undertaken across our hospitals, community services and national events. We post on [X \(formerly Twitter\)](#), [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

Feedback

If you have a question or wish to comment on our services, please get in touch in one of the following ways:

- Freephone HSELive: 1800 700 700 (Monday to Friday, 8am to 8pm; Saturday, 9am to 5pm; Sundays and bank holidays, closed)
- Direct Message on X: @HSELive
- Direct Message on X: @HSEMidWest (Response within 24 hours, Monday-Friday)
- Find a hospital service: <https://www2.hse.ie/find-hospital-services/>
- Website Feedback Section: HSE feedback
<http://www.hse.ie/eng/services/yourhealthservice/feedback/>



Media query

- If you have a media query, please send request to: HSEMidwest.Media@hse.ie

Social media staff use guidelines

The HSE has devised a social media policy to guide and support staff in their use of social media, both at work and outside of work. Staff are expected to maintain the same high standards of conduct and behaviour online as would be expected through other channels. All staff on social media platforms should familiarise themselves with the [HSE Social Media Staff Use Guidelines](#).

For more information, please email HSEMidWest.Communications@hse.ie

Community Management

Engagement

We welcome comments on our social media pages and encourage you to apply common sense when making them. Please show courtesy and respect to others. Do not use this space to abuse others, expose them to offensive or inappropriate content, or engage in unlawful activities.

Moderation guidelines

HSE Mid West reserves the right to enforce the Community Management Policy at its discretion. While user-generated comments are not edited, HSE Mid West may report or delete any comments that are abusive, offensive, threatening, defamatory, spam, profane, or otherwise objectionable.

Expected conduct

- **Stay On-Topic:** Make comments relevant to the topic being discussed.
- **Maintain Respectful Conduct:** Do not be abusive, harass, or threaten others; avoid defamatory comments.
- **Use Appropriate Language:** Do not use insulting, provocative, hateful, obscene, or offensive language.
- **Protect Personal Privacy:** Do not include personal information about yourself or others in your posts (e.g., names, email addresses, private addresses, phone numbers or personal health-related information).
- **Represent Yourself Accurately:** Post your own views and do not impersonate or falsely represent any other person.
- **Respect Intellectual Property:** Do not post material that infringes the intellectual property rights of others.
- **Avoid Spamming:** Do not post multiple versions of the same view or make excessive postings on a particular issue.
- **No Commercial Promotion:** Do not promote commercial interests or post overtly political comments.
- **Avoid Unsubstantiated Accusations:** Do not make unproven or unsupported accusations against individuals or organisations.
- **Comply with the Law:** Do not encourage conduct that constitutes a criminal offense or civil liability, or that violates any local, national, or international laws.
- **Reject Hatred and Discrimination:** Do not incite hatred based on race, gender, marital status, disability, sexuality, or age.
- **Respect Legal Proceedings:** Do not identify matters currently subject to legal proceedings or that break a court's non-publication order.



Note:

- Abusive, offensive, threatening, or defamatory comments will be reported to the social media platform.
- Users who engage in abusive commentary will be blocked from the relevant social media page.
- Consistent abusive commentary on post threads may result in comments being disabled, blocked, or deleted for that specific post.
- Serious threats made against individuals or organisations may be reported to relevant authorities, including An Garda Síochána.
- Please respect others' comments; abuse will not be tolerated.
- Queries or comments related to HSE services are handled by our HSELive Team. Private conversations can occur with the HSELive Team using Direct Message on X, email, or phone calls.
- If you have concerns about any content posted on our social media by us or a third party, please report it to HSEMidWest.Communications@hse.ie

Privacy

HSE Mid West is not responsible for, nor does it endorse, the privacy practices of social media platforms (e.g., X, Instagram, LinkedIn, Facebook, YouTube) or any websites linked to these platforms. Your use of social media and any linked websites is at your own risk. We encourage you to review the privacy policies of these platforms to understand how your information may be collected, used, and shared by them.

HSE Mid West may record information posted to its social media accounts. This information may be used for:

- Administrative purposes
- Considering and/or addressing comments or complaints

No attempt will be made to further identify individuals except where specifically requested and authorised by law. HSE Mid West is committed to protecting your privacy and ensuring that any information recorded is handled in compliance with relevant data protection laws and regulations.

If you have any queries, concerns or require further information relating to privacy and HSE Mid West, please contact us: HSEMidWest.Communications@hse.ie

Disclaimer

HSE Mid West does not endorse or hold accountable any views expressed by third parties on our social media sites. Views expressed by employees, agents, or contributors are their own and do not necessarily reflect those of HSE Mid West.

We disclaim liability for these views and advise users to seek independent professional advice before acting on them. Views expressed are not endorsed by HSE Mid West unless explicitly stated.

- **Advertising:** HSE Mid West does not endorse or control any advertising on our accounts.
- **Blocking Followers:** We reserve the right to block followers per our Community Management Policy.
- **Content Moderation:** We strive to review content regularly, though offensive comments may occasionally appear before removal.
- **Currency of Information:** Information presented is current at publication.



- **Policy Changes:** HSE Mid West reserves the right to amend this policy without notice.

Our social media channels

X

HSE Mid West has an active X (formerly Twitter) account. Follow [@HSEMidWest](#) for news announcements, event updates, health awareness campaigns, job opportunities, service information, emergencies or public health outbreak situations. Our content relates to initiatives undertaken across our hospitals and community services.

LinkedIn

HSE Mid West has an active [LinkedIn](#) account where we publish corporate news, staff and recruitment updates. Our content is aimed at healthcare professionals. It relates to initiatives and opportunities undertaken across our hospitals and community services.

Facebook

HSE Mid West has a [Facebook](#) account where we publish news announcements, event updates, health awareness campaigns, emergencies or public health outbreak situations. Our content relates to initiatives undertaken across our hospitals and community services. Our content is aimed at our community in the Mid West.

Instagram

HSE Mid West has an [Instagram](#) account where we publish news announcements, event updates, health awareness campaigns, emergencies or public health outbreak situations. Our content is aimed at our community in the Midwest and relates to initiatives undertaken across our hospitals and community services. The handle for the account is [@hsemidwest](#)

YouTube

We publish our staff and public facing video content on our HSE Mid West [YouTube](#) account. The handle for the account is [@HSEMidWest](#)

Social Media Policy Review and Iteration

This is a live document and is reviewed annually. As decisions are taken to adopt new social media platforms the strategy is updated accordingly. As a team member joins or leaves, their access to our social media profiles will be added or removed as appropriate.

When any iteration of our social media approach is taken, it will be reflected in this document and dated and the document version updated e.g. HSE Mid West Community Management Policy 2025 Version 1 31.01.25

The Social Media Policy is approved by the Director of Communications & Public Affairs, HSE Mid West.