

Last updated October 3, 2019

UL Hospitals Group Social Media Policy

Who we are

UL Hospitals Group is made up of six clinical sites. These include University Hospital Limerick, University Maternity Hospital Limerick, Croom Orthopaedic Hospital, Ennis Hospital, Nenagh Hospital and St John's Hospital (voluntary). These hospitals provide acute care for the population of Limerick, Clare, North Tipperary and the surrounding counties.

How we use social media channels

UL Hospitals Group is a trusted, reliable and valuable source of health information online and on social media. We use social media to communicate with people interested in our services. We share news announcements, events, health awareness campaigns, job opportunities, service information, emergencies or public health outbreak situations. Our content relates to initiatives undertaken in our six hospitals, relevant community projects and national events. We post regularly on [Twitter](#) and [LinkedIn](#).

Information about our social media accounts, guidelines and moderation policies can be found below.

Feedback

If you have a comment, complaint or want to give us feedback please email us at yoursay@hse.ie

Media query

If you have a media query, please send request to ulhgmedia@hse.ie

Social media policies

Our policies govern the way we use social media. They are outlined here. The HSE has devised a social media policy for staff to guide and support them 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 Policy](#).

For more information, please email ulhgcommunications@hse.ie

Acceptable use policy

We welcome comments on our social media pages and suggest that you apply common sense when making them. At the same time you should show courtesy and respect to others and not use the space to abuse others, expose others to offensive or inappropriate content, or for unlawful purposes.

Moderation guidelines

UL Hospitals Group reserves the right to enforce this acceptable use policy at its discretion. While user generated comments are not edited to ensure a positive experience for visitors of social media sites and the broader community, UL Hospitals Group may report at its discretion any content or comments containing spam, profanity, or otherwise objectionable or prohibited material. UL Hospitals Group may also block or delete you as a user if it considers that that you have breached this policy.

UL Hospitals Group expects that you:

- do protect your personal privacy and that of others by not including personal information relating either to yourself or to others in your posts (for example, names, email addresses, private addresses or phone numbers)
- do represent your own views and not impersonate or falsely represent any other person
- do not be abusive, harass or threaten others; do not make defamatory comments
- do not use insulting, provocative or hateful language; do not use obscene or offensive language
- do not post material that infringes the intellectual property rights of others
- do not post multiple versions of the same view or make excessive postings on a particular issue
- do not promote commercial interests in your posts; do not post overtly party political comments
- do not include any email addresses in your post
- do not make unproven or unsupported accusations against individuals or organisations
- do not encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world
- do not incite hatred on the basis of any personal characteristic, including on the basis of race, gender, marital or domestic status, disability, sexuality or age
- do not identify matters that are currently the subject of legal proceedings or would break a court's non-publication order; and
- do not make comments that are irrelevant to the topic being discussed.

Privacy

UL Hospitals Group is not responsible or liable for and does not endorse the privacy practices of social media platforms (Twitter, LinkedIn) or any websites that are linked to them. Your use of social media and any linked websites is at your own risk.

UL Hospitals Group may record information posted to social media accounts and use that information for administrative purposes, for record keeping and for considering and/or addressing any comments or complaints made. No attempt will be made to further identify people except where requested and if authorised by law.

If you have any queries, concerns or require further information relating to privacy and UL Hospitals Group, please contact us: ulhgcommunications@hse.ie

Disclaimer

UL Hospitals Group does not endorse, and is not accountable for, any views expressed by third parties using social media sites. The views expressed by employees, or agents of the Group and its outsourced services, and by any contributors to its social media pages are those of the individual sender.

The Group disclaims all liability from those views and recommends users seek appropriate independent professional advice prior to relying on, or entering into any commitment based on these views. Unless acknowledged as being endorsed by the Hospital Group, views expressed are not those of the Group.

Views expressed on pages and accounts by anyone other than UL Hospitals Group are not the views of the Group and the Group disclaims all liability for any such views, comments, advertising or other non-Group content.

- The Group does not endorse or control any advertising that may be displayed on our accounts and pages.
- The Group reserves the right to block followers at its sole discretion based on the Acceptable use policy.
- The Group strives to review the content of this page on a regular basis. However, there may be times when offensive comments (that do not meet the Acceptable use policy) appear on the page before they can be removed.
- The information on this page is current at the time of publication.
- Please be aware that this policy may be changed at any time by UL Hospitals Group.

Our Twitter account

UL Hospitals Group has a verified and active Twitter account. Follow @ULHospitals for news announcements, event updates, health awareness campaigns, job opportunities, service information, emergencies or public health outbreak situations. Our content relates to initiatives undertaken in our six hospitals, relevant community projects or national events.

Who we retweet

We share or retweet content that is relevant to our Hospital Group. Retweets do not imply endorsement by UL Hospitals.

Who we follow

We follow individuals and organisations relevant to our business and the services we offer. A follow does not imply endorsement.

Twitter monitoring

We review mentions and direct messages during office hours. Members of the UL Hospitals Group communications team monitor the @ULHospitals account from 9am to 5pm Monday to Friday.

Mentions and direct messages

We endeavour to acknowledge direct messages within two hours of receipt, and complete the query within 24 hours. A more detailed query may take longer and require consultation with a colleague.

We do not respond or comment on posts that;

- are not relevant to our work
- request medical or clinical advice
- request retweets
- require us to breach data protection legislation
- reveal personal details of patients or staff
- are malicious or offensive in nature or that constitute a personal attack on a person's character
- incite hatred on the basis of race, religion, gender, nationality, sexuality or any other personal characteristic

Our LinkedIn account

UL Hospitals Group has an active [LinkedIn](#) account where we publish corporate news and recruitment updates. Our content is aimed at healthcare professionals. It relates to initiatives and opportunities undertaken in our six hospitals, relevant projects or national events.

Social Media Policy Review and Iteration

This is a live document and is reviewed biannually.

As decisions are taken to adopt new social media platforms the strategy is updated accordingly.

As a team member join 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. ULHG Social Media Policy 2019 Version 1 03.10.19

The Social Media Strategy is signed off and approved by Communications Manager, UL Hospitals Group.