

*Last updated November 23, 2022*

## **UL Hospitals Group Social Media Policy**

### Who we are

UL Hospitals Group is made up of six hospital 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. We care for our sickest patients in University Hospital Limerick. When a patient presents to the Emergency Department in UHL, they are assessed. After initial treatment has started and when the patient has improved a little, it may be decided that we continue their care and treatment in Ennis, Nenagh or St. John's Hospitals or it may be decided in the Emergency Department that the patient will get the most appropriate care from the outset in Ennis, Nenagh or St. John's Hospitals. Our [video](#) explains how our hospitals work together.

### How we use social media channels

UL Hospitals Group is a trusted, reliable, real-time 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. We use our channels for social listening and to hear what the public say or think about our service and to communicate patient queries to management colleagues. Our content relates to initiatives undertaken in our six hospitals, relevant community projects and national events. We post on [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

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

### Feedback

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

- Contact the HSE's dedicated Customer Care team called HSELive. You can contact the HSELive Freephone on 1800 700 700 | Open 8am to 8pm, Monday to Sunday.
- Send us a Direct Message on Twitter to @ULHospitals and we will respond within 24 hours (Monday-Friday)
- Email us: [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)

- Live chat on [www.hse.ie](http://www.hse.ie). You can chat with the HSELive team 8am-8pm Monday to Friday and 10am-5pm on Saturday
- Find a hospital service by clicking here: <https://www2.hse.ie/find-hospital-services/>
- We have a dedicated comment and feedback section on our website which is monitored. Click here: <http://www.hse.ie/eng/services/yourhealthservice/feedback/>

#### Media query

- If you have a media query, please send request to [ulhgmedia@hse.ie](mailto: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 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 Policy](#).

For more information, please email [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)

## Community Management 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 the Community Management 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, or delete, at its discretion any abusive, offensive, threatening or defamatory comments or comments containing spam, profanity, or otherwise objectionable or prohibited material.

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.

Note:

- Abusive, offensive, threatening or defamatory comments will be reported to the social media channel.
- Users who engage in this type of abusive commentary will be blocked from relevant social media page.
- Consistent abusive commentary on post threads may result in comments being disabled/blocked/deleted for that specific post.
- Monitoring of our social media is carried out weekdays Monday to Friday from 9am to 5pm, it is not carried out 24/7.
- Serious threats made against an individual or an organisation on our social media may be reported to the relevant authorities including An Garda Síochána.

- Please respect others' comments on our social media, abuse will not be tolerated.
- Queries or comments relating to HSE services are dealt with by our HSELive Team.
- Do not share personal health-related information on our social media.
- Private conversations can happen with HSELive Team using Direct Message on Twitter, email or phone calls.
- If you have a genuine concern about any content posted on our social media by us or by a third party, please report it to [ulhgcommunications@hse.ie](mailto:ulhgcommunications@hse.ie)

## Privacy

UL Hospitals Group is not responsible or liable for, and does not endorse the privacy practices of social media platforms (Twitter, LinkedIn, Facebook, YouTube) 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](mailto: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.

UL Hospitals 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.

- UL Hospitals Group does not endorse or control any advertising that may be displayed on our accounts and pages.
- UL Hospitals Group reserves the right to block followers at its sole discretion based on the Community Management Policy.
- UL Hospitals Group strives to review the content of its social media pages on a regular basis. However, there may be times when

offensive comments (that do not meet the Community Management 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. The handle for the account is @ULHospitals.

### Who we retweet

We share or retweet content that is relevant to UL Hospitals 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 excluding Bank Holidays and Public Holidays.

### 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.

## Our Facebook account

UL Hospitals Group has a [Facebook](#) account where we publish news announcements, event updates, health awareness campaigns, job opportunities, emergencies or public health outbreak situations. Our content relates to initiatives undertaken in our six hospitals. Our content is aimed at our community in the Midwest. The handle for the account is @ULHospitalsGroup.

## Our YouTube account

We publish our staff and public facing video content on our UL Hospitals Group [YouTube](#) account. The handle for the account is @ULHospitalsGroup.

## 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 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 2022 Version 4 23.11.22.

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