

WINDSOR MEDICAL PRACTICE

Social Media Patient Policy

Social media platforms are widely used by both patients and staff. These include, but are not limited to, Facebook, Twitter (X), Instagram, YouTube and LinkedIn. Windsor Medical uses social media, including its Facebook page, to share useful and relevant information with our patient population.

Windsor Medical has a responsibility to maintain patient confidentiality, protect staff, and safeguard vulnerable patients. Patients can help us achieve this by adhering to the code of conduct outlined below.

Patient Code of Conduct

All patients are expected to comply with the following standards of behaviour at all times, whether within the practice premises or when engaging with the practice online:

1. Patients using mobile phones or other portable devices are expected to do so in a courteous and considerate manner, respecting other patients. Portable devices must not be used during consultations unless expressly permitted by the clinician.
2. Patients must not disclose any patient-identifiable information about other patients, either in person or on social media, unless they have the explicit consent of the individual concerned.
3. Patients must not post or share any content relating to Windsor Medical that is inaccurate, misleading, fraudulent, harassing, offensive, obscene, defamatory, or unlawful. Any such content posted on the practice's social media pages will be removed by the Practice Manager and may be reported.
4. Patients are not permitted to take photographs or make recordings within the waiting room or any areas where other patients are present. Photography or recording of staff members is also not permitted.
5. Patients must not post comments on social media that identify individual members of staff working at Windsor Medical.
6. Defamatory or abusive comments about Windsor Medical, its staff, or services must not be shared on any social media platform. Windsor Medical reserves the right to seek legal advice and take appropriate action where defamatory content is posted.

Patient Complaints on Social Media

Windsor Medical has a separate complaints policy which patients must use if they wish to raise concerns or make a complaint about the service provided.

The practice will only respond to complaints made in accordance with the official complaints policy. If a complaint or defamatory comment is posted on the practice's social media pages, Windsor Medical reserves the right to moderate, restrict, or delete comments and may also ban individuals from accessing the page.