



Our approach to social media and comment moderation

The following moderation guidelines relate to our main corporate social media channels. This includes Facebook, X (formerly known as Twitter), LinkedIn and YouTube.

These guidelines are in place to help create a safe place where you can engage with us, make comments, suggestions and ask questions.

Moderation guidelines

Keep our guidelines in mind when submitting comments and direct messages to our social media channels.

We moderate comments, posts and messages and reserve the right to remove those which do not meet our moderation guidelines, or that do not meet the community standards of the social media platform. We do not use moderation to suppress legitimate, reasoned discussion, criticism or complaints.

Inappropriate comments or content may include:

- Malicious or offensive messages that could constitute a personal attack on a person's character, including other people using our social media channels, and our staff.
- Inciting hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic.
- Sharing your personal details, such as private addresses, phone numbers, email addresses or other online contact details.
- Sharing personal details of members of staff in relation to complaints or concerns, including their names. Please contact the Manx Care Advice and Liaison Service (MCALS) if you have complaints or concerns the care you have received or about a member of staff.
- High volumes of overly long messages which could constitute as spamming.
- Repetitive negative messages which aim to provoke a response or do not constructively add to the conversation.
- Comments that impersonate or falsely claim to represent a person or organisation.
- Swearing, hate-speech or obscenity.
- Comments which break the law - this includes libel, condoning illegal activity, and breaking copyright.
- Advertising commercial products and services - you can mention relevant products and services as long as they support your comment.
- Comments that include links to scam, impersonation or phishing sites.
- Breach of any of the terms of any of the social media platforms themselves.

We reserve the right to remove comments, at our discretion, deemed inappropriate at any time. Repeated breaking of these guidelines could result in the commenter being banned from viewing or commenting on our social media channels.



X (formerly known as Twitter), Facebook, LinkedIn and YouTube

We use X, Facebook, LinkedIn and YouTube as tools to help us communicate quickly, clearly and in an engaging manner to people who use our services and are interested in our work.

Our main official corporate channels are listed below. Social media pages that attempt to replicate our name, service, or branding should not be treated as trusted sources of information. Be cautious of malicious pages operating on channels where we do not yet have a social media presence.

X (formerly known as Twitter)

@ManxCare

Facebook

@ManxCare

LinkedIn

Manx Care

YouTube

Manx Care

In addition to our main corporate channels listed above, individual services or projects may have a social media channel affiliated to Manx Care.

Content

We use social media to publish a variety of content about Manx Care and our services. This includes:

- information about our services
- links to Manx Care news, blog posts, videos, guidance and other approved, publicly available Isle of Man Government or NHS material
- topical questions related to our work intended to provoke discussion, including as part of engagement and consultation on changes to Manx Care services accessed by Manx residents
- proactive social media campaigns targeted to different audiences within the health and social care sector, and the public
- links to relevant information produced and published elsewhere (work of other NHS organisations, patient organisations, researchers, Isle of Man Government, news organisations and others) - this can include videos, blog posts, and shares from other social media channels
- interesting figures, facts, quotes from our staff, or observations related to our work

Requotes and shares

Content we requote or share on social media does not imply endorsement. We may retweet news, links and observations we believe are relevant to the work we do.

Following

Our decision to follow particular accounts does not imply endorsement. We follow accounts we believe are relevant to our work. This could include following the accounts of companies and other commercial enterprises, or their employees, who comment on health and social care related issues, or politicians.

Clinical Advice

Our social media channels are managed by members of our communication team who are not able to provide clinical advice in response to your queries.

If you have a life-threatening emergency, call 999.

If you need urgent health advice and treatment that is not a life-threatening emergency, you can:

- call MEDS 650355 (between 18:00 - 00:00)
- attend the Minor Injuries Unit at Ramsey and District Cottage Hospital (between 08:00 – 20:00 daily, last booking 19:30)
- contact your GP practice
- check out the range of urgent care options at <https://www.gov.im/categories/health-and-wellbeing/signposting/>

Whilst our communications team cannot provide clinical advice, the information they share in proactive posts on our social media channels is based on clinical and professional advice from local and national clinicians and health care professionals.

Availability

We are committed to updating and monitoring our social media accounts during regular office hours, which are normally 08:00 – 17:30 Monday to Thursday and 08:00-17:00 Friday except bank holidays.

We accept no responsibility for lack of service due to downtime of any social media channel or other utilities failure (e.g. electricity, telecommunications).

Replies and direct messages



Due to the volume of traffic on our social media accounts, it is not always possible to respond. We encourage you to use other ways to contact us if your question or comment requires urgent attention.

If you message us with general enquiries, we aim to respond with ten working days.

This may include:

- signposting you to our website
- signposting you to another organisation or website that can help with your query
- explaining how you can contact the relevant service or provide feedback
- offering to pass your query on to the relevant department.

We regret that there will be situations where we cannot respond to your enquiry, for example because our communications team simply does not know the answer and/or it falls outside the roles and responsibilities of the health board.

Handling your queries via social media

Signposting

Wherever possible we will signpost you to the relevant department to handle your query.

Providing information and evidence on social media

Our engagement and communication team may use the information you provide to us in comments, posts and messages to help them signpost you to the relevant department or service. This may include sharing the information contained within your post with the relevant department or service. Information about how we process your information can be found in our privacy statement.

To resolve your query, there may exceptionally be occasions on which we request personal information or evidence to verify your identity to direct your enquiry.

You need to be aware that any information or evidence you share with us by a direct message may be used by your social media provider in line with their privacy policy and terms and conditions.

Complaints and Concerns

Please contact the [Manx Care Advice and Liaison Service](#) (MCALS) if you have complaints or concerns the care you have received or about a member of staff.

So that we can protect your confidentiality and look into the issues that you have raised we ask that you contact our MCALS team if you have complaints or concerns about the care you have received.



Freedom of Information

Please contact the Isle of Man Government Freedom of Information team if you would like to make a request for information in accordance with the Freedom of Information Act.

Media Enquiries

For all Media Enquiries, please contact the [Communications Office](#).

Manx Care staff social media

Some of our staff post on social media under their own names or pseudonyms. Despite their professional affiliation with Manx Care, their social media posts do not represent the official policy or opinion of Manx Care or our Board and should be considered the product of each individual as a private citizen.

All Manx Care staff are asked to ensure that their social media activity reflects the Isle of Man Government Social Media Policy.