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**CONSULTATION AND DISTRIBUTION RECORD**

<table>
<thead>
<tr>
<th>Contributing Author / Authors</th>
<th>Ruth Hibbert – Head of Policy &amp; Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consultation Process / Stakeholders:</strong></td>
<td>Liz Airns - GMB</td>
</tr>
<tr>
<td></td>
<td>Elaine Anderson – HR Manager</td>
</tr>
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<td></td>
<td>Tom Bryce – General Manager</td>
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<tr>
<td></td>
<td>Margo Cranmer – Unison</td>
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<td>Sharon Hannah – RCM</td>
</tr>
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<td></td>
<td>Christine Jack – Operational Manager</td>
</tr>
<tr>
<td></td>
<td>Cathy McGinty - Unison</td>
</tr>
<tr>
<td></td>
<td>Gwen Macintyre – Senior Nurse</td>
</tr>
<tr>
<td></td>
<td>Annette Shorts – Senior OH Nurse Advisor</td>
</tr>
<tr>
<td></td>
<td>Sylvia Stewart - Unite</td>
</tr>
<tr>
<td></td>
<td>Tom Wilson - RCN</td>
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<td><strong>Distribution:</strong></td>
<td>NHSL Intranet: Firstport</td>
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**CHANGE RECORD**

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<th>Author</th>
<th>Change</th>
<th>Version No.</th>
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<td>May´18</td>
<td>Deputy HRD</td>
<td>Policy reviewed against GDPR legislation: - no change required</td>
<td>2</td>
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<tr>
<td>Sept´18</td>
<td>Head of Policy &amp; Governance</td>
<td>Appended guidance on request to set up non-corporate FB account</td>
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1. INTRODUCTION

The NHS Lanarkshire Social Media Policy provides clear guidance as to what is considered acceptable and unacceptable usage of social media tools. It is intended that this policy will protect the reputation of NHS Lanarkshire as well as individual staff members.

Social media has become part of everyday life and a means of communication and sharing information with others. NHS Lanarkshire recognises the benefits that social media tools can provide. When discussing NHS Lanarkshire, NHS Scotland, work or work colleagues, it is important, however, that all staff conduct themselves appropriately and in line with NHS Lanarkshire policies and procedures.

The internet is constantly changing so it is not possible to cover all circumstances that may occur. Staff who use social media are required to exercise proper judgement, act professionally and consider the appropriateness for any information or image they post in advance of posting it. The guidelines that follow should be adhered to at all times and in line with other policies and legislation.

This policy should be read in conjunction with the following policies, which may provide more specific guidance in certain areas:

- Information Security policies
- The Effective Management of Employee Conduct
- Preventing and Managing Allegations of Bullying, Harassment and Victimisation
- Gender Based Violence
- Equality, Diversity and Human Rights

All staff should note that no material or information should be posted via social media in breach of a third party’s copyright or intellectual property rights and great care should always be taken to check the copyright or Intellectual property position. Staff should always act in accordance with NHS Lanarkshire’s policies on copyright and intellectual property, which apply equally to posting materials on social media and in accordance with their contracts of employment. Breach of copyright may result in disciplinary action being taken. NHS Lanarkshire’s policies on copyright and intellectual property are available on Firstport.

2. AIM, PURPOSE AND OUTCOMES

This policy aims to provide clear guidelines regarding conduct on social media sites and applications for all NHS Lanarkshire staff. The wider aim is to ensure that the reputation of NHS Lanarkshire is not compromised through statements made via social media, and that no patient or staff member of NHS Lanarkshire is adversely affected by statements made via social media.
USE OF SOCIAL MEDIA POLICY

3. SCOPE

The policy applies to all directly employed staff with NHS Lanarkshire, irrespective of age, sex, disability, ethnicity/race, marital or civil partnership status, sexual orientation, religion or belief, pregnancy or maternity or gender reassignment.

This policy covers written statements made via social media, as well as pictures and videos uploaded to social media sites and/or applications. The guidelines contained within this policy refer to content placed on social media via:

- Computer
- smart phone
- tablet device

whether posted whilst on NHS Lanarkshire premises or outside of work.

3.1 Who are the Stakeholders

All directly employed staff of NHS Lanarkshire.

4. PRINCIPAL CONTENT

Definition of Social Media

The term 'social media' describes a range of online technologies and practices which are managed and controlled by the users themselves. It allows users to connect with each other and share written material, photographs and videos. This policy applies equally to websites and mobile phone/tablet applications (apps), and includes:

- multimedia networking and sharing technologies (e.g. Facebook, Flickr, Skype, and YouTube)
- People Connect, for staff with an NHS Lanarkshire or nhs.net email address
- information sharing sites (e.g. Wikipedia)
- forums (e.g. Mumsnet)
- opinion sites (e.g. Yahoo! Answers)
- dating sites
- blogs or mini-blogs such as Twitter
- personal web pages, and
- all web-based comments, pictures and audio-visual files.

This list is not exhaustive.

Use of Social Media at Work

Staff must not access social media sites or apps for personal use during their working hours. Similarly, where staff bring their own personal mobile devices into work, they must limit their use of these devices to official rest breaks, such as their lunch break.

Staff can access social media sites for business purposes (through the NHS Lanarkshire log-in) during working hours, provided that this has been agreed with their line manager as part of their professional duties or development.
The Personal Use of Social Media by Staff
All staff are responsible for any information they make available on social media, whether this was posted during work hours, breaks or when not at work.

When posting on social media sites, there should be no expectation of privacy, regardless of privacy settings applied to individual accounts. Content uploaded to and opinions expressed via social media must be considered to be in the public domain.

All staff must note that when taking photographs at social occasions relating to work e.g. birthday celebrations or Christmas parties, that they may only publish these photographs, in any form, with the permission of the person or person(s) in the photograph(s). Where photographs of children are taken, e.g. children's Christmas parties, inserts to Pulse magazine, staff should obtain permission from parents prior to any photographs being taken. For the avoidance of doubt, any photograph must have the consent of the individuals involved prior to publication.

Whilst using social media, staff must not:

- post information about NHS Lanarkshire, its patients, staff or third parties which may be considered confidential, offensive, defamatory, discriminating, harassing, illegal, embarrassing, threatening, intimidating, or which may incite hatred.
- post images, including photographs, of NHS Lanarkshire staff members in the workplace, or patient information.
- post information relating to work, work colleagues, or NHS Lanarkshire in general that may bring NHS Scotland, NHS Lanarkshire or individual staff members into disrepute.
- respond to any inappropriate comments or materials placed on to their social networking pages or blogs, by a third party, including sectarianism. NHS Lanarkshire is committed to sending a clear message that sectarianism is never acceptable or excusable and staff should report any incidences where sectarianism is identified to their line manager.
- discuss work-related issues and complaints which may potentially damage the reputation of NHS Lanarkshire and/or any of its staff, or breach data protection legislation. Any legitimate concerns should be addressed through the appropriate NHS Lanarkshire policy, e.g. Grievance and Disputes Policy, Preventing and Dealing with Bullying, Harassment and Victimisation Policy, and Whistleblowing Policy.
- use their NHS Lanarkshire email address to register on a social network site (for more information, please refer to the Information Security policies). The exception would be social media for business purposes, e.g. LinkedIn, however permission from the employee's line manager must be sought prior to registering.
- Interact directly with patients through personal social media accounts

Staff are advised to:

- monitor the content of their social networking pages and blogs, ensuring they comply with the above standards
USE OF SOCIAL MEDIA POLICY

- ensure that any inappropriate information or material published on their networking pages or blogs is removed immediately and measures put in place to avoid any recurrences
- report to their line manager, all incidences where a third party has placed inappropriate material on to their social network pages or blogs.
- abide by professional codes of conduct (e.g. NMC, HCSW, GMC, GDC etc.)
- be aware that even if they have not disclosed the name of their employer, that comments made or content posted on social media may still have a damaging impact on NHS Lanarkshire or NHS Scotland in general
- not to respond to any inappropriate comments or materials placed on to their social networking pages or blogs, by a third party, to prevent any liability on the staff's part

Engaging with NHS Lanarkshire, NHS Scotland and Professional Social Media

NHS Lanarkshire manages corporate social media accounts, which help raise awareness of services and general health-related news. Within the parameters outlined in this policy, staff are encouraged to engage positively with NHS Lanarkshire through these media channels.

Other Health Boards, as well as third sector and professional organisations also have their own social media channels which staff may access for information and professional development.

Governance

All breaches or suspected breaches of this policy should be reported to line management. These will be investigated in line with NHS Lanarkshire’s Effective Management of Employee Conduct Policy and/or Preventing and Dealing with Bullying and Harassment Policy, as appropriate.

Some breaches of this policy may be deemed to constitute gross misconduct and may result in dismissal. If it is considered that the staff member may have committed offences under civil or criminal law, police involvement may be necessary.

Further Guidance

Staff seeking further guidance relating to use of social media are advised to consult any guidelines that may be provided by their relevant professional body, or contact their relevant professional body directly. Please see Appendix 1 for details. Guidance is also attached as Appendix 2 on requests to set up non-corporate social media accounts.

5. ROLES AND RESPONSIBILITIES

Employees must
- Ensure they are familiar with the policy and procedures
- Comply with the policy
- Attend training as necessary

Managers must
- Ensure they communicate with staff about the policy
- Consistently implement the policy at their local level
USE OF SOCIAL MEDIA POLICY

- Keep accurate records

Staff Side Representatives must
- Support the principles and procedures in the policy
- Act in accordance with NHS Lanarkshire’s Partnership Agreement
- Undertake training as appropriate

Human Resources Staff must
- Provide awareness training as appropriate
- Provide expert advice and support on the application of the policy
- Monitor and review the policy

6. RESOURCE IMPLICATIONS

None identified

7. COMMUNICATION PLAN

This policy will be launched using the weekly staff briefing and it will be available on Firstport.

This policy will also be discussed at the appropriate management team meetings and local partnership forums.

8. QUALITY IMPROVEMENT – Monitoring and Review

This policy will be reviewed every 3 years via the Joint Policy Forum

9. EQUALITY AND DIVERSITY IMPACT ASSESSMENT

This policy meets NHS Lanarkshire’s EDIA

10. SUMMARY OR FREQUENTLY ASKED QUESTIONS (FAQS)

N/A

11. APPENDICES

Appendix 1 – Professional/Representative Bodies who can provide Guidance
Professional/Representative Bodies Who Can Provide Guidance

British Medical Association
14 Queen Street
Edinburgh
EH2 1LL
0131 247 3000
http://bma.org.uk/

General Dental Council
37 Wimpole Street
London
W1G 8DQ
Tel: 020 7887 3800 19
www.gdc-uk.org

General Medical Council
GMC Scotland
5th Floor
The Tun
4 Jackson’s Entry
Edinburgh
EH8 8PJ
Tel: 0131 525 8700
www.gmc-uk.org

Health Professions Council
184 Kennington Park Road
London
SE11 4BU
Tel: 0845 300 4472 or 020 7840 9802
www.hpc-uk.org

Nursing and Midwifery Council
23 Portland Place
London
W1B 1PZ
www.nmc-uk.org

Royal College of Nursing
20 Cavendish Square
London
W1G 0RN
020 7409 3333
http://www.rcn.org.uk/

The General Pharmaceutical Council
129 Lambeth Rd
London
1. Introduction

1.1. The consistency and integrity of NHS Lanarkshire’s brand should be maintained across all communication platforms including the internet, social media and in print.

1.2. In order to do so, controls and an approval process are required for the creation of new websites, social media accounts and pages (including Facebook and Twitter) and logos, as well as for the use of the existing NHS Lanarkshire logo.

1.3. This guideline sets out the necessary approval processes.

2. New Websites

2.1. The creation of any new external websites for NHS Lanarkshire services, departments, campaigns or initiatives requires the approval of the Head of Communications.

2.2. This is regardless of whether the site is to be developed in house by NHS Lanarkshire, or externally by a partner organisation or web development agency.

2.3. Before making a request for a new website, staff should first consider the purpose of the site and whether this can be achieved through the main NHS Lanarkshire public website.

2.4. There is a presumption that any new web developments will be part of the main NHS Lanarkshire website for the following reasons:

   2.4.1. Governance – central management of content to ensure information is accurate and up to date; security of both web hosting and content management system; compliance with web accessibility standards; control and consistency of branding

   2.4.2. Efficiency – avoidance of duplicating development costs, maintenance costs and support arrangements

   2.4.3. Effectiveness – NHS Lanarkshire’s site receives millions of visits annually. Small standalone sites receive substantially fewer visits and may appear further down search engine results making them less effective and harder to find.

2.5. Standalone sites may be considered where there is a specific purpose or functionality that can only be achieved through a separate web development.
2.6. It may also be appropriate to have a separate site when it is a partnership between various organisations, e.g. the Lanarkshire mental health website [www.elament.org.uk](http://www.elament.org.uk).

2.7. Enquiries about new web developments should be made to the NHS Lanarkshire Web Editor in the first instance: Yvonne Law, tel. 01698 858109, email: [yvonne.law@lanarkshire.scot.nhs.uk](mailto:yvonne.law@lanarkshire.scot.nhs.uk).

2.8. Existing NHS Lanarkshire and partnership websites are as follows:

<table>
<thead>
<tr>
<th>Website</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHS Lanarkshire</td>
<td><a href="http://www.nhslanarkshire.org.uk">http://www.nhslanarkshire.org.uk</a></td>
</tr>
<tr>
<td>NHS Lanarkshire (beta)</td>
<td><a href="http://www.nhslanarkshire.scot.nhs.uk">http://www.nhslanarkshire.scot.nhs.uk</a></td>
</tr>
<tr>
<td>Health and Social Care North Lanarkshire</td>
<td><a href="http://www.hscnorthlan.scot/">http://www.hscnorthlan.scot/</a></td>
</tr>
<tr>
<td>Salus</td>
<td><a href="http://www.salus.co.uk">http://www.salus.co.uk</a></td>
</tr>
<tr>
<td>Elament (Mental Health)</td>
<td><a href="http://www.elament.org.uk/">http://www.elament.org.uk</a></td>
</tr>
<tr>
<td>Staff Awards</td>
<td><a href="http://nhs.la/">http://nhs.la/</a></td>
</tr>
<tr>
<td>GP Recruitment</td>
<td><a href="http://www.gpjobslanarkshire.scot.nhs.uk">http://www.gpjobslanarkshire.scot.nhs.uk</a></td>
</tr>
<tr>
<td>Lanarkshire HIV and Hepatitis</td>
<td><a href="http://www.lanarkshirehivandhepatitis.org">http://www.lanarkshirehivandhepatitis.org</a></td>
</tr>
<tr>
<td>Sexual Health</td>
<td><a href="http://www.lanarkshiresexualhealth.org">http://www.lanarkshiresexualhealth.org</a></td>
</tr>
<tr>
<td>Learning Disabilities</td>
<td><a href="http://www.healthelanarkshire.co.uk">http://www.healthelanarkshire.co.uk</a></td>
</tr>
<tr>
<td>Medical Education Department</td>
<td><a href="http://www.medednhsl.com">http://www.medednhsl.com</a></td>
</tr>
<tr>
<td>Medical Education Training Centre</td>
<td><a href="http://www.metc.scot.nhs.uk">http://www.metc.scot.nhs.uk</a></td>
</tr>
<tr>
<td>Supporting Clinical Careers</td>
<td><a href="http://www.supportingclinicalcareers.org">http://www.supportingclinicalcareers.org</a></td>
</tr>
</tbody>
</table>
3. **New Logos**

3.1. The creation of new logos for NHS Lanarkshire services, departments, campaigns or initiatives requires the approval of the Head of Communications in order to ensure a consistent and professional brand for NHS Lanarkshire.

3.2. New logos could be produced through a number of routes including NHS Lanarkshire’s Communications Department, Medical Illustration Department Health Improvement Graphic Designer, partner organisations or external design agencies. In all cases, approval to proceed should first be sought from the Head of Communications before commissioning a new logo.

3.3. Final approval of any new logos should also be sought from the Head of Communications prior to publication.

3.4. Existing NHS Lanarkshire and partnership logos are as follows:

<table>
<thead>
<tr>
<th>Logo Description</th>
<th>Image</th>
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</thead>
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<tr>
<td>South Lanarkshire Health and Social Care Partnership</td>
<td><img src="image" alt="South Lanarkshire Health and Social Care Partnership Logo" /></td>
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<td>Health and Social Care North Lanarkshire</td>
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<td>Salus</td>
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<td>See It Say It Do It</td>
<td><img src="image" alt="See It Say It Do It Logo" /></td>
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</tbody>
</table>
USE OF SOCIAL MEDIA POLICY

4. NHS Lanarkshire Logo


4.2. Only the official versions of the logo should be used. These are available in jpeg and eps format on the NHSScotland Corporate Identity website: [http://www.nhsscotlandci.scot.nhs.uk/digital-assets/nhs-lanarkshire/](http://www.nhsscotlandci.scot.nhs.uk/digital-assets/nhs-lanarkshire/)

4.3. Partner organisations and third parties must seek prior approval from NHS Lanarkshire’s Head of Communications before using the logo either digitally or in print.

4.4. NHS Lanarkshire’s logo must not be used to endorse or imply endorsement of commercial goods or services.

5. Social Media

5.1. The creation of new social media accounts or pages for NHS Lanarkshire services, departments, campaigns or initiatives requires the approval of the Head of Communications.

5.2. This includes, but is not limited to, Facebook pages or groups and Twitter accounts.

5.3. All requests and enquiries about new social media accounts or pages should be made to the Communications Department on 01698 858111 in the first instance.

5.4. Each account will require a named manager responsible for the content of the account or page.

5.5. At all times, staff should comply with NHS Lanarkshire’s Use of Social Media Policy: [http://firstport2/resources/policies/Documents/Use%20of%20Social%20Media.pdf](http://firstport2/resources/policies/Documents/Use%20of%20Social%20Media.pdf)

5.6. Existing NHS Lanarkshire and partnership Facebook pages are as follows:

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</thead>
<tbody>
<tr>
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</tbody>
</table>
## USE OF SOCIAL MEDIA POLICY

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<tbody>
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<td>Diabetes Lanarkshire</td>
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<tr>
<td>Health improvement</td>
<td><a href="https://www.facebook.com/lanarkshirelifetc">https://www.facebook.com/lanarkshirelifetc</a></td>
</tr>
<tr>
<td>Lanarkshire Blood Borne Virus Network</td>
<td><a href="https://www.facebook.com/LBBVN/">https://www.facebook.com/LBBVN/</a></td>
</tr>
<tr>
<td>Learning disability physiotherapy</td>
<td><a href="https://www.facebook.com/NHSL-LD-Physiotherapy/">https://www.facebook.com/NHSL-LD-Physiotherapy/</a></td>
</tr>
<tr>
<td>Paediatric physiotherapy</td>
<td><a href="https://www.facebook.com/NHSLChildrensPT">https://www.facebook.com/NHSLChildrensPT</a></td>
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<tr>
<td>North Lanarkshire Public Partnership Forum</td>
<td><a href="https://www.facebook.com/northlanarkshireppf/">https://www.facebook.com/northlanarkshireppf/</a></td>
</tr>
<tr>
<td>South Lanarkshire Alcohol and Drug Partnership</td>
<td><a href="https://www.facebook.com/SouthLanarkshireADP/">https://www.facebook.com/SouthLanarkshireADP/</a></td>
</tr>
<tr>
<td>Elament (Mental Health)</td>
<td><a href="https://www.facebook.com/elamentlrn/">https://www.facebook.com/elamentlrn/</a></td>
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<tr>
<td>Medical Education</td>
<td><a href="https://www.facebook.com/NHSLMEDED">https://www.facebook.com/NHSLMEDED</a></td>
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5.7. Existing NHS Lanarkshire and partnership Twitter are as follows:

<table>
<thead>
<tr>
<th>Service</th>
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<tbody>
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</tr>
<tr>
<td>University Hospital Hairmyres</td>
<td><a href="https://twitter.com/wearehairmyres">https://twitter.com/wearehairmyres</a></td>
</tr>
<tr>
<td>University Hospital Hairmyres emergency department</td>
<td><a href="https://twitter.com/Hairmyres_ED">https://twitter.com/Hairmyres_ED</a></td>
</tr>
<tr>
<td>University Hospital Hairmyres “Onion” (staff briefing)</td>
<td><a href="https://twitter.com/hairmyresonion">https://twitter.com/hairmyresonion</a></td>
</tr>
<tr>
<td>University Hospital Monklands</td>
<td><a href="https://twitter.com/MonklandsHosp">https://twitter.com/MonklandsHosp</a></td>
</tr>
<tr>
<td>University Hospital Monklands same day admissions/planned investigation unit</td>
<td><a href="https://twitter.com/sdapiomonklands">https://twitter.com/sdapiomonklands</a></td>
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<tr>
<td>University Hospital Wishaw</td>
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<td>University Hospital Wishaw emergency</td>
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<td>department</td>
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<td>------------------------------------------------</td>
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<tr>
<td>Adult speech and language therapy</td>
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<tr>
<td>Diabetes Lanarkshire</td>
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<tr>
<td>Dietetics</td>
<td><a href="https://twitter.com/NHSLDietetics">https://twitter.com/NHSLDietetics</a></td>
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<tr>
<td>Learning disability physiotherapy</td>
<td><a href="https://twitter.com/LDphysioNHSL">https://twitter.com/LDphysioNHSL</a></td>
</tr>
<tr>
<td>Primary Care and Mental Health Transformation Programme</td>
<td><a href="https://twitter.com/LanPCMHTP">https://twitter.com/LanPCMHTP</a></td>
</tr>
<tr>
<td>Elament (Mental Health)</td>
<td><a href="https://twitter.com/elamenttweet">https://twitter.com/elamenttweet</a></td>
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<tr>
<td>Medical Education</td>
<td><a href="https://twitter.com/nhsl_meded">https://twitter.com/nhsl_meded</a></td>
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<td>Lanarkshire Quality Approach</td>
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<td>LQA Improvement Team</td>
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<tr>
<td>Practice Education Team</td>
<td><a href="https://twitter.com/lanpef">https://twitter.com/lanpef</a></td>
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<tr>
<td>University Hospital Monklands Endoscopy Unit</td>
<td><a href="https://twitter.com/EndoscopyUHM">https://twitter.com/EndoscopyUHM</a></td>
</tr>
</tbody>
</table>

**Author:** Calvin Brown, Head of Communications, NHS Lanarkshire  
**Approved by:** Corporate Management Team  
**Publication date:** 26 March 2018  
**Updates:**  
- 4 April 2018 to add Medical Education and Lanarkshire Quality Approach sites and social media  
- 1 June 2018 to add UHM Endoscopy Unit twitter  
**Review date:** 31 March 2019  
**Distribution** All NHS Lanarkshire staff