

# Social Media Policy

**North Clacton Medical Group** values patient feedback and welcomes comments or suggestions to help us improve our services. Feedback can be submitted in the following ways:

- Via the suggestion box located at reception
- Through the “Feedback to the Practice” section on our website

We kindly request that patients refrain from using social media platforms, such as Facebook, to post comments about the practice or its staff members.

If you have any concerns or feedback regarding our services, we encourage you to contact us directly through the appropriate channels. All complaints submitted to the practice are thoroughly investigated and responded to in accordance with our complaint’s procedure.

Please be aware that the Partners reserve the right to remove a patient from the practice list and report them to the relevant social media platform if they are found to have made defamatory or libellous remarks about the practice or any member of staff.

## **Definition of Defamation:**

Defamation is legally defined as *"any intentionally false communication, either written or spoken, that harms an individual's or an organisation's reputation; decreases the respect, regard, or confidence in which a person is held; or incites disparaging, hostile, or disagreeable opinions or feelings against them."*

## **Ethical Use of Social Media**

In accordance with the General Medical Council (GMC) guidance on doctors’ use of social media, it is inappropriate to discuss individual patients or their care via social networking sites. Should a patient attempt to contact a GP through their private social media profile for medical advice, they will be redirected to contact the surgery through official channels.