

Reference:	FOI.12163.23
Subject:	Hywel Dda University Health Board's (UHB) social media accounts
Date of Request:	11 July 2023

Requested:

Please can the below be provided:

1. Does your organisation routinely monitor social media channels for critical commentary about your organisation?
2. Does your organisation log / store any critical commentary?
3. Does your organisation have a list of accounts that it routinely monitors for critical social media postings? If yes please provide the number on the list.
4. Does your organisation employ / contract with a third party to monitor critical social media commentary? If so please provide name of company and any contract in place.
5. Please provide a copy of any policies your organisation has around monitoring critical social media commentary.

Response:

1. The UHB monitors its own social media accounts and reads responses to its social media posts (i.e. comments and engagement with posts).

Where a hashtag has been created to support an engagement or consultation process, a general search for the hashtag will be done to hear the views of individuals and collate their responses to consultations. This information is anonymised before it is included in any consultation feedback report.

2. Generally, the UHB does not log/store any critical commentary. If feedback is posted in response to a UHB social media post (e.g. response to a consultation event, or service), that comment may be collected as part of the consultation response. If a comment is made, in response to a UHB social media post, regarding a service, members of the service may be alerted to the question/comment, so that they are aware of the feedback, and if appropriate to be able to support in shaping an appropriate response to the person posting. These are not logged.
3. No, the UHB does not routinely monitor individual accounts.
4. No, the UHB does not employ or contract third party organisations to monitor critical social media commentary.
5. The UHB complies with the All-Wales Social Media Policy. For ease, I have included a link to the policy below:

hduhb.nhs.wales/about-us/governance-arrangements/policies-and-written-control-documents/policies/all-wales-social-media-policy/