Social media community guidelines

# Greater Manchester Cancer Alliance

This page sets out how Greater Manchester Cancer Alliance operates its social media channels (including Facebook, Instagram, Twitter, LinkedIn and YouTube).

Greater Manchester Cancer Alliance uses social media to provide information and support about cancer and other related health information. These channels keep the public, our patients and our other stakeholders up to date with our work and opportunities to get involved. It's also a place for people to share their experiences, if they wish, and to interact with our content.

To make this possible, we ask people to follow the guidelines below while accessing our social media channels or engaging with our posts:

* **Be kind and courteous:** We encourage comments, but they should be respectful of others. Comments containing swear words will be deleted or hidden.
* **No hate speech or bullying:** We want all users of the page to feel safe. Bullying of any kind is not allowed and degrading comments about things like race, religion, culture, sexual orientation, age, gender or identity will not be tolerated. Comments or messages which contain this will be deleted or hidden.
* **No promotions or spam:** These will also be deleted.
* **No fake news:** Deliberately misleading or false information, especially relating to health, in comments will be deleted or hidden.
* **No personal health information:** The page cannot answer specific health queries relating to a person’s care or treatment. Any personal information will be deleted, and the person contacted to request that they further their enquiries through the usual channels.

If users regularly breach the above guidelines, their access to our social media pages may be removed.

The Greater Manchester Cancer Alliance social media channels are operated by the Communications Team and any other person delegated to this task as approved by the Greater Manchester Cancer Alliance Senior Team.

We are committed to updating and monitoring our social media channels during regular office hours, which may vary. However, like many social media accounts, we may monitor and respond at other times of the day. We accept no responsibility for lack of service due to any social media channel downtime.

## Complaints, FOIs and personal health information

The public should not make a formal complaint or freedom of information (FOI) request through any social media channel. The Greater Manchester Cancer Alliance is hosted by The Christie NHS Foundation Trust and as such, is subject to[**its privacy and information governance processes**](https://www.christie.nhs.uk/about-us/data-protection), including the handling of any Freedom of Information requests.

The Communications Team will attempt to answer general queries or questions relating to the work of the Alliance that may be sent through comments or messages. If the general query relates to work undertaken by another organisation, the Communications Team will attempt to pass the query on to the communications team (or other responsible department) of that organisation, so it can be dealt with. The Communications Team is not able to provide specific queries relating to a person’s care or treatment.

### Official Greater Manchester Cancer Alliance Channels:

Our **only** official social media accounts are the accounts listed below.

Any similar accounts with similar names or images are not associated

with our organisation.

**Facebook:** [Greater Manchester Cancer Alliance](https://www.facebook.com/GreaterManchesterCancer)

**Instagram:** [Greater Manchester Cancer](https://www.instagram.com/greatermanchestercancer/)

**Twitter:** Greater Manchester Cancer Alliance [@GM\_Cancer](https://twitter.com/GM_Cancer)

**LinkedIn:** [Greater Manchester Cancer Alliance](https://www.linkedin.com/company/37524597)

**YouTube:** [Greater Manchester Cancer Alliance](https://www.youtube.com/%40greatermanchestercancerall4537)

If you have any comments or suggestions for how we can improve how we moderate our social media channels, or content you would like to see from us, please get in touch via our **Contact** page.

Draft prepared on 06.04.23

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Reviewed and approved by Greater Manchester Cancer Alliance Senior Management Team on: 24.04.23

Version: 001