

NHS Western Isles Media & Social Media Policy

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Development of Policy	Reviews	Next review due date	Reviewers/review team
December 2007	March 2009 January 2011 January 2013 January 2015 September 2019 January 2024	March 2026	Head of Communications, Claims and Patient Information

This Media and Social Media Policy has been produced for use by all staff. It is available on the NHS Western Isles Intranet. The Policy outlines good practice and it is recommended that these guidelines are issued to all new staff during induction

Document Control

Version	Date	Latest changes made by	Status	Reason for change and reviewers
1	1/2/24	M Jamieson	Draft	Tracked changes to update policy
	9/2/24	M MacLennan	Draft	Health promotion manages a HIRS Facebook page. Add filming on 'grounds' to policy Information added on considering backgrounds when filming Define 'covert' Specify FOI team also receives requests from media and Communications team passes on FOI requests
		APF	Draft	Add sentence to section 5 to ensure staff are aware of the capacity in which they are attending meetings/events/conferences before attending.

Document Approval – Name(s) of the Individual(s) representing the Approving Committee(s)/Group(s)

Reviewer's Name	Reviewers Role	Review Date
Communications Department	Comments	February 2024
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VISION: ‘The best at what we do’

Ensuring effective communication is the thread that runs through every process, policy and part of NHS Western Isles.

1. Introduction

NHS Western Isles’ Media & Social Media Policy supports the Board’s Communications Strategy, which aims to make high quality communication central to all the work carried out within the organisation.

NHS Western Isles is committed to a policy of openness. Trust can only be earned by responsible and timely communication – promoting a culture of inclusion and understanding, providing access to appropriate information, and enabling people to make informed choices. Communications processes should be proactive, positive and planned. Internal communication can impact on external communication and vice versa. Positive or negative publicity can have a subtle, but serious impact on public confidence and staff morale.

The Media and Social Media Policy provides procedures regarding communication with the media and communications via organisational social media to support the Board’s Communications Objectives.

2. Scope of this Policy

The vast majority of NHS Western Isles information intended for the public will be issued via social media, Press Releases or by Media Enquiry responses. All Press Releases and social media content will be approved and disseminated by the Communications Department.

Given the increased role of Social Media in NHS Western Isles communications, Facebook, Instagram and Twitter in particular are also used on a daily basis to communicate information to the public. Relevant information for NHS Western Isles staff will also be uploaded to the NHS Western Isles staff Facebook page and/or staff ‘X’ page.

A small number of NHS Western Isles staff manage NHS Western Isles approved existing social media pages. This policy also covers the content posted on these pages.

For the purposes of this Policy a 'Press Release' is defined as: 'a written communication that includes information on NHS Western Isles services or staff that is sent to or made available to the media'.

Any items of 'news' (achievements, service information, developments, etc) must be approved by the Communications Department before being published (regardless of where they are published/posted). Staff should not post service or organisational announcements on their personal accounts prior to the information being posted on the organisational accounts. If in doubt, please contact the Communications Department for advice prior to posting.

The Communications Department has responsibility for ensuring all information is retained as per the SG Records Management Code of Practice - [SG-HSC-Scotland-Records-Management-Code-of-Practice-2020-v20200602.pdf](#)

3. Business Use of Social Media

NHS Western Isles recognises the benefits to the organisation of social media and networking sites to promote and develop services and communicate with patients and the public, as well as NHS Western Isles staff.

Social Media increasingly forms a daily part of NHS Western Isles' communication with the public. To ensure communication via social media from NHS Western Isles is managed effectively and consistently, the Communications Department will manage and maintain all corporate social media pages (e.g. Facebook, X, Instagram and Vimeo). The Human Resources Department will manage a LinkedIn page for recruitment purposes and Health Promotion currently manages a Health Information Resource Services (HIRS) page. No additional social media accounts for departments or services will be authorised. Any information that staff intend to communicate to the public via social media should be passed to the Communications Department to be added to the corporate pages.

Alternatively, where staff or departments are likely to have a need to communicate via social media for regular campaigns, or for a large campaign, they may be considered for access to the organisation's Hootsuite (scheduling) account, where they can schedule information approved by the Head of Communications, Claims and Patient Information on corporate social media accounts. Requests for access should be directed to the Head of Communications, Claims and Patient Information.

This managed approach helps to ensure an effective corporate brand, and consistency and quality of content. It also ensures a single point for the public on each social media

platform, to access NHS Western Isles service information, rather than having to follow multiple accounts with different information. Further, single corporate accounts ensure that any private messages or public comments/questions are responded to as appropriate, or addressed timeously as there is an out of hours Communications service.

4. Proactive Media Releases

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.” (John D. Rockefeller)

Positive news regarding NHS Western Isles service delivery/staff developments and achievements will be promoted through the use of press releases and pre-arranged interviews, as well as via the Board’s website and on NHS Western Isles Social Media sites.

It is also necessary to provide to the media:

- regular reminders of health service priorities and alerts;
- information about service and staff achievements;
- service changes;
- health promotion and public health information;
- reasonable insights into problems and challenges facing the service; and
- timely responses to media enquiries.

When developing Press Releases for external distribution, the clear benefits of a ‘co-production’¹ approach will be considered, specifically that behaviours can be changed even more successfully through the use of experiences of ‘expert patients’ giving advice and information to other patients through the effective use of case studies and patient quotes, focusing on areas that patients feel should be highlighted and communicated.

Support, advice and assistance should be sought from the Communications Department regarding the promotion of:

- Clinical developments and treatments
- IT developments that have supported and enhanced patient care
- Patient-focused news stories
- Local and national health campaigns
- Research and innovation

¹ Co-production, as described in an article by Sir Harry Burns, former Chief Medical Officer for Scotland, in the 2012 document, ‘Co-production in Health and Social Care’ by the Joint Improvement Team, is ‘a process of active dialogue and engagement between people who use the services and those who provide them...It aims to draw on the knowledge and resources of both to develop solutions to problems and improve interaction between citizens and those who serve them’.

- Awards and grants
- New services/service changes
- Partnership initiatives
- Key retirements/appointments
- Specific events

(The above list is not exhaustive)

The Communications Department will prepare, approve and distribute all NHS Western Isles Press Releases. A Press Release Guidance Document has been developed and is available on the Intranet for staff to refer to when drafting information for consideration by the Communications Department for external release. **The Head of Communications, Claims and Patient Information is responsible for the final approval of all Press Releases**(including approving news items to be uploaded to any NHS Western Isles website or social media pages). In the absence of the Head of Communications, Claims and Patient Information, Press Releases must be approved by the Executive Manager on Call or a relevant Executive Director before being distributed. The Communications Department will distribute all Press Releases.

All NHS Western Isles staff are encouraged to highlight to the Communications Department service changes/developments/achievements to be considered for external distribution, and this commitment is included in each Department's Departmental Communications Plan.

All Press Releases will be uploaded on to the NHS Western Isles website 'News' section, and will be uploaded to the Board's social media accounts(using links to the website where appropriate). Depending on the subject area and relevance to staff, consideration will be given to whether or not a Staff Bulletin should be issued and /or information uploaded to the NHS Western Isles staff social media sites, prior to the external distribution of a Press Release.

On a case by case basis, the Communications Department will give consideration to the translation of Press Releases into Gaelic, where appropriate and practical. The subject area of the press release together with the time and cost of translation will be taken into account when considering whether or not a Press Release should be distributed in both Gaelic and English.

5. Media Interviews with Staff/ External Publications, Photography or Filming

Both proactive and reactive media interviews will be arranged and approved by the Communications Department. Any requests for media interviews with members of staff (on NHS Western Isles related matters), must be referred to the Head of

Communications, Claims and Patient Information (or deputy in their absence), who will make a decision on whether the media interview should/can go ahead. Staff who receive requests should refer the media to the Communications Department and should not commit to undertaking an interview. The Communications Department will then, if appropriate, decide on the appropriate individual to be interviewed and jointly agree the key messages that the interviewee should focus on.

The Communications Department will arrange interview details and provide support to the interviewee. A Media Interview Guidance Document is available for all staff and should be referred to prior to undertaking an interview. The Media Interview Guidance Document is available on the Intranet, or from the Communications Department. Where possible, interviews undertaken by staff will be recorded by the Communications Department.

Gaelic speaking staff have been identified to take part in Gaelic interviews with the media. Depending on the interview topic, and where appropriate, fluent Gaelic speakers will be fully briefed to enable them to take part in Gaelic interviews. A decision on whether or not it would be appropriate for staff to take part in a Gaelic interview will be taken by the Head of Communications, Claims and Patient Information (or an Executive Director) on a case by case basis, depending on the subject area and the staff available to take part in the interview.

The Communications Department will ensure that consideration is given to identifying appropriate individuals to undertake media interviews, prior to circulating Press Releases. However, as a general rule, interviews on strategic issues should only be carried out by Executive Directors or the Chair of the Board, except in exceptional circumstances.

Staff participation (on a professional basis) in external publications/journals; filming by external organisations; meetings, public conferences (where their involvement is as an NHS Western Isles employee, or where they are discussing or referring to NHS Western Isles services or business); or externally produced films, documentaries or programmes, must be pre-approved by the Head of Communications, Claims and Patient Information .

Recordings should then be viewed and approved by the Communications Department prior to being signed off or finalised. Similarly, consent must be obtained from the Head of Communications, Claims and Patient Information (or Executive Director in their absence) before any staff agree to take part in photography (on a professional basis) intended for publicity.

Staff should be clear about the capacity in which they are attending meetings/conferences/events before attending to avoid an assumption that they are attending on behalf of NHS Western Isles or in their capacity as an NHS Western Isles staff member.

The Communications Department will draft and distribute media responses and press releases, arrange broadcast and radio interviews and ensure members of staff are briefed prior to any interviews. No media interviews, responses to the media, or media briefings/updates can take place without the consent of the Head of Communications, Claims and Patient Information (or Chief Executive/Executive Manager on Call in the absence of the Head of Communications, Claims and Patient Information).

(Please note: Accredited Trade Union representatives have the right to comment to the media on behalf of their Trade Unions, but are not permitted to comment to the media on behalf of NHS Western Isles without following the processes contained within this policy).

Filming on NHS Western Isles premises or grounds

All filming/photography on NHS Western Isles premises or grounds must be approved by the Communications Department, with agreement as appropriate by the manager in charge of the premises (with the exception of personal photography, where patients/visitors are taking photos, which have been fully consented to, for strictly personal purposes. Under no circumstances should other patients or members of staff be photographed or filmed without the appropriate consent.)

When consent has been granted by the Communications Department, anyone taking photographs/filming should consider backgrounds and ensure that no patients, number plates, staff or visitors are filmed without consent and that there is no inappropriate or sensitive information (e.g. patient identifiable information) on walls.

The NHS Western Isles Unauthorised Photography Procedure covers matters relating to covert recording/photography (i.e. filming, sound recording or photography by staff, patients, carers or visitors of any other individual or group without prior permission or knowledge).

The Unauthorised Photography Procedure also covers arrangements for reporting issues to social media platforms if unauthorised photography or filming has been posted online.

6. News Management

NHS Western Isles receives regular media enquiries from local journalists. A number of national journalists also contact the organisation with enquiries – particularly when news of national interest breaks, that impacts widely.

NHS Western Isles is committed to maintaining and developing positive working relationships with all media contacts, and to providing appropriate access to information and support.

When a media enquiry is received, the Communications Department will record:

- What the questions are
- What the media's specified deadline is
- The contact details of the journalist
- Date and time of enquiry

The Communications Department will:

- Refer to previous responses on similar matters/responses to Freedom of Information requests (where appropriate)
- Respect confidentiality
- Record details of press enquiries
- Liaise with relevant staff to compile responses
- Seek approval from the Chief Executive or Deputy for any enquiries considered to be sensitive or potentially controversial
- Respond in a timely, clear and open manner

Where appropriate, the Communications Department will liaise with other partner organisations to provide responses to media enquiries. To enhance partnership working arrangements, the Communications Department will notify partner organisations (e.g. the Comhairle's Communications Department) if any enquiries relate to joint services/business.

The only other Department within NHS Western Isles that manages enquiries from the media is the Information Governance Department, which manages Freedom of Information requests. Where an enquiry is received by the Communications Department, which falls under the category of an FOI request, this will be forwarded to the FOI Department without delay and the information requester will be notified by the Communications Department that the enquiry has been passed on.

Integrated Joint Board

In terms of matters that relate to services under the Integrated Joint Board, the NHS Western Isles Communications Department will continue to manage enquiries that relate to services delivered by the NHS/NHS staff matters and Comhairle nan Eilean Siar's Communications Department will manage enquiries relating to services delivered by the Comhairle/Comhairle staff matters.

Freedom of Information requests and requests from public representatives

As outlined in the Board's Communications Strategy, the Head of Communications, Claims and Patient Information will have sight of intended Freedom of Information request responses **prior** to release. This will ensure that the Communications Department has sufficient notification of information that could be published or broadcast, and allows time to prepare press statements for any potential subsequent enquiries from the media. The Communications Department must also have sight of any responses drafted to questions or matters raised by public representatives (including politicians, MPs, MSPs, councillors, etc) relating to Board activity, as these matters could potentially be referred to in the public arena and followed up by the media. Responses should be shared with the Communications Department prior to any response being made to an individual/organisation. All correspondence from political representatives will go through the Board's Corporate Office.

The Communications Department will keep up to date with issues in the local and national health and political environment. This will ensure that media interest can be anticipated in advance of any local media enquiries, to maximise opportunities for the preparation of prompt and considered responses.

Service issues of public interest

NHS Western Isles staff are responsible for ensuring that the Head of Communications, Claims and Patient Information is made aware, at the earliest opportunity, of any issues that could potentially result in negative publicity. This will ensure that potential responses can be discussed and (where appropriate) constructed in advance with sufficient time to consider relevant detail.

7. Confidentiality

Issues of confidentiality and data protection are fundamental, particularly in relation to patient care, HR processes, and the governance of the organisation. It is vital to ensure that any responses provided to the media are in line with those safeguards.

All who work within or who are engaged with the NHS in Scotland have an ethical, professional and/or contractual and legal duty to keep personal information confidential. This includes personal information relating to patients, staff and contractors and other individuals we hold personal information about.

In terms of the legal framework surrounding Data Protection and Confidentiality, staff must ensure compliance with:

- The Common Law Duty of Confidentiality (contained within NHS contract)

- The Caldicott Principles (principles apply to all information collected for the provision of health and social care services where patients and service users can be identified and would expect that it will be kept private)
- Data Protection Legislation (information must be processed in a manner that ensures appropriate security of the personal data)
- The Human Right Act 1998 (covers rights in everyday life such as the right to respect for private and family life)

In the appropriate circumstances, the instruction and guidance of the Caldicott Guardian, and/or the Information Governance Manager will be sought to ensure that confidentiality and the safety of patients and staff information and data is not compromised by the media's interest in a story.

The Caldicott Guardian plays a key role in ensuring that the NHS, Councils with Social Services Responsibilities and partner organisations satisfy the highest practical standards for handling patient-identifiable information. The Guardian will actively support work to facilitate and enable information sharing, and advise on options for lawful and ethical processing of information as required. The use and flow of all patient-identifiable information must be justified and will be routinely tested by the Caldicott Guardian both within and out with the organisation.

There will be an increasing array of protocols to enable the sharing and use of data for legitimate purposes as well as [Protecting Patients Confidentiality \(digihealthcare.scot\)](https://www.digihealthcare.scot/protecting-patients-confidentiality)

. will ensure that the eight principles contained within the Caldicott report are addressed and adhered to thereby enabling staff within NHS Western Isles and colleagues within partner organisations to share, audit and benchmark data that is relevant and essential for patient care and safety.

Condition Checks

Journalists regularly contact NHS Western Isles to request a 'Condition Check' or 'Condition Report' on a patient. It is vital that NHS Western Isles does not breach patient confidentiality with anything that is disclosed.

Condition reports on patients will **not** be given to members of the media without:

- The name (and where necessary, address/date of birth) of the patient; **and**
- The consent of the patient or the patient's legal guardian or next of kin. (Without consent, no patient information can be released.) Condition checks will not be provided to the media on paediatric patients or adults who lack capacity, without the explicit consent of a legal guardian.

If the patient or their next of kin has specifically requested that no information is released to the media about their condition, their wishes will always be respected.

When a condition check is requested (and the media have provided a name (and where appropriate a date of birth and/or address) and consent has been given as described above), the Communications Department/Executive Manager on Call will obtain the necessary information from the ward providing care to the patient and will provide a brief report to the media.

A condition check will provide basic information on a patient – using terms such as ‘stable’, ‘comfortable’, ‘critical’, etc. No patient sensitive information (e.g. specific details of condition/injury, date of birth, etc) will be released without the explicit consent of the patient/next of kin/guardian.

If a patient has been discharged and the journalist has the name of the patient, NHS Western Isles will confirm that the patient has been discharged, but will not give details as to the patient’s condition as consent would not have been provided.

Journalists may be frustrated in cases where a condition check is refused for any of the reasons described above. In these cases, journalists should be clearly reminded about patient confidentiality and data protection in such circumstances. [Protecting Patients Confidentiality \(digihealthcare.scot\)](#)

Under no circumstances should a member of staff disclose information about a patient to a member of the media; all such enquiries should be routed to the Communications Department.

General Enquiries

If an enquiry is received from the media asking for a comment that relates to the treatment of a patient, which is being followed-up, the Communications Department will not disclose any information relating to individual cases without consent from the patient, next of kin or guardian. However, NHS Western Isles will, where appropriate, comment on Health Board policy and procedures and will confirm or deny general allegations about services, processes or policies.

NHS Western Isles will not comment on cases that are being actively managed within the Board’s Complaints, Human Resources or Claims procedures (or any other ongoing formal investigations or processes).

In cases where it is indisputable that a patient has identified themselves in the media (direct quotes), has discussed their care/treatment and has made allegations about care or treatment provided by NHS Western Isles, the organisation will respond to these specific allegations in general terms, but will ensure that patient confidentiality is maintained.

Photographs

A Media Photography and TV Recording Consent Form must be completed to obtain permission from a patient, next of kin or guardian before any photographs of patients under the care of NHS Western Isles are taken/patients are filmed by the media. Consent forms are available on the intranet (the form is also included as Appendix 1).

Interviews with Individual Patients

Media access to any patient for an interview or comment should only be arranged with the consent of the Communications Department and the clinician looking after the patient, who can confirm if they are well enough. No interview will take place without permission of the patient. (Please see Appendix 2 for flowchart).

Patients should be made aware that, once they have consented to a recording being made for broadcast or print media, they may not be able to stop its subsequent use.

In addition:

- the patient must be given the information they want or need about the purpose of the interview and where/how it will be used;
- no pressure should be applied to a patient to give consent for an interview; and
- if the patient asks for the interview to stop, it must stop immediately.

It may be possible for a member of the NHS Western Isles Communications Department to attend the interview if the patient requests this, however, this cannot be guaranteed if an interview has been arranged between a patient and the media.

Staff should be vigilant about recordings or interviews involving patients who may be vulnerable to intrusions in their dignity and privacy. Where a recording or interview is considered to be unduly intrusive or damaging to a patient's interests, staff should raise the issue with the patient and programme maker/interviewer, even where the patient has given consent. Where a staff member remains concerned, they should withdraw co-operation. (This is in line with guidance from the General Medical Council on 'Making and using visual and audio recordings of patients'.)

If the patient has been discharged, and the media subsequently request an interview, NHS Western Isles may agree to contact the patient to pass on media contact details; giving the patient the choice about whether or not to contact the journalist to proceed with an interview. This will be a judgement by the clinician in charge of the patient. Once discharged from NHS Western Isles care, NHS Western Isles staff will have no further involvement with regard to any media interviews, other than to pass on media contact

details, if appropriate. NHS Western Isles will never pass on patient contact details to the media without patient consent.

8. Mission Statement

The Board's Mission Statement and strapline (the best at what we do) will, where practical, be included with Gaelic translations in media communications from NHS Western Isles.

9. General Advertising

To ensure advertising is dealt with consistently and cost effectively, all adverts in newspapers and magazines (with the exception of recruitment advertising) must be approved by the Communications Department before being submitted for publication.

An Advertising Proforma should be completed and sent to the Communications Department (wi.coms@nhs.scot) No adverts (with the exception of HR recruitment adverts) should be submitted for publication prior to receiving authorisation. The Proforma is available on the Intranet (it is also attached as Appendix 4).

The Proforma must be received by the Communications Department for approval at least three working days before an advert has to be submitted for publication. Where approved, staff will be responsible for the submission and payment of adverts, and must ensure that the relevant budget holder has approved the spend. The Communications Department does not coordinate arrangement or payment of adverts once approved.

10. Incident Management (Healthcare Associated Infections)

With regard to Incident Management, NHS Western Isles will ensure media communications are proactive and timely. Media responses will be shared with partner agencies, where appropriate, and the 'line to take' will be agreed between the Head of Communications, Claims and Patient Information (or deputy) and Chair of the Serious Incident Investigation Team/Incident Management Team/Problem Assessment Group to maintain accuracy and consistency. The Head of Communications, Claims and Patient Information will be a member of the Serious Incident Investigation Team/Incident Management Team/Problem Assessment Group. Holding statements (draft press releases) will be prepared, where appropriate, for use where necessary and will be subject to review prior to final release.

Protecting Patient Confidentiality must be adhered to at all times, and disclosure of individual patient details will only take place when agreed by the Head of

Communications, Claims and Patient Information, patient or guardian, and relevant Executive Director.

‘Deductive Disclosure’

The possibility of ‘deductive disclosure’ must always be considered – individuals may be identifiable from information such as date or ward of hospital admission, surgical procedure or disease involved, and occupation or age data. This is of particular relevance in the Western Isles, where we deal with relatively low patient numbers. When it is inevitable that patients or staff will be identified by the media, consent for disclosure of details should be proactively sought. The need to support patients or staff, whether or not they are publicly identified, should be considered.

Protecting personal confidentiality may conflict with the need to protect the public health, and therefore the Serious Incident Investigation Team (or appropriate committee) must make explicit decisions on this if required.

The management of an incident must not be compromised by media attention.

11. Major Emergency/Pandemic

In the event of a major emergency being declared, media handling arrangements are detailed in the NHS Western Isles Major Emergency Plan.

Media handling is considered an integral part of the Board’s emergency planning. NHS Western Isles will ensure there is a proactive approach to the media, which not only meets the media’s needs for regular, accurate information but also enables the media to report positively on the organisation’s response to an incident.

Media handling arrangements will be coordinated by the agreed lead agency (depending on the emergency) and responses to enquiries will be managed in partnership, where appropriate.

In terms of COVID-19 pandemic management, details of communications arrangements are contained in the NHS Western Isles COVID-19 Communications Strategy and the COVID-19 Outbreak Strategy. A General Pandemic Communications Strategy will be developed in 2024.

12. Media handling during Election Campaigns

Guidance is issued by the Scottish Government to NHS Boards as required regarding the role and conduct of Boards during Election Campaigns.

During the period of an Election Campaign, known as ‘Purdah’, there are a number of restrictions on the Board with regard to what can be published, what can be announced, and how media enquiries should be dealt with. The Scottish Government will communicate the specific dates of the ‘Purdah’ period to Boards prior to an election. Generally, media enquiries about the operation of health services will be answered only to the extent of providing factual explanation of current NHS policy, statements and decisions. Particular care will be taken not to inadvertently become involved in a partisan way in election issues.

A consistent approach will be taken in response to questions from media representatives. Enquiries about national policy will be referred to the Scottish Government’s Health and Social Care Communications Department. Questions relating to health proposals of political parties or individuals would not be appropriate to comment on, and the media should be advised to contact the appropriate parliamentary candidate.

Routine news releases, figures which are published on a monthly or regular basis, or drawing attention to/summarising reports of specific committees or bodies, will continue as normal, unless otherwise indicated in guidance from the Scottish Government.

The publication of health promotion campaigns will continue as normal, but care will be taken in launching any new initiatives or documents in order to avoid possible misrepresentation.

Specific guidance will be issued by the Scottish Government prior to an Election Campaign and the Communications Manager will ensure the guidance is adhered to with regard to media handling arrangements.

13. Media Enquiries – Guidelines for Staff

During Business Hours

From 9am until 5.30pm, Monday to Friday, the Communications Department (wi.coms@nhs.scot) provides a single point of contact for all press releases, comments to the media, requests for media interviews, and media enquiries. All of the above should be directed to the Communications Department.. Any telephone media enquiries received by staff should be referred to the Communications Department, using the Media Form of

Words below. The Media Form of Words should be available at every telephone in each department.

'All our media enquiries must go through our Communications Department. I can transfer you through directly/I can provide you with contact details''

wi.coms@nhs.scot

01851 708060

07810527457

Out of Hours

The Communications Department provides an internal and external communications service, including public relations and news management from 9am until 5.30pm, Monday to Friday as well as an out of hours on call service via wi.coms@nhs.scot, the Western Isles Hospital Switchboard (01851 704704 or 07810 527 457).

The arrangements detailed above ensure that a 24 hour media service is provided seven days a week (please see the Board's Communications Strategy for further information).

14. Monitoring

All media enquiries and responses, interviews and media requests will be recorded.

Media reports on NHS Western Isles will be gathered and recorded by the Communications Department.

Social media activity will be monitored and exception reported (e.g. high levels of engagement, either positive or negative).

APPENDIX 1

Consent Form - Media Photography and TV Recording

Identification

Name (Capital Letters):	
Address (Capital Letters):	
Please indicate who you are:	
Patient <input type="checkbox"/> Volunteer <input type="checkbox"/> Employee <input type="checkbox"/> Other:	
CHI:	

I have given consent for my photograph/video recording to be used as detailed below.

Publication

Publications produced by NHS Western Isles <input type="checkbox"/>	The publication/media as specified below <input type="checkbox"/>
All external publications <input type="checkbox"/>	NHS Western Isles Social Media sites <input type="checkbox"/>
Specific publication:	

Declaration

I fully understand and agree that my photograph/video recording will be used, as detailed above, and retained in accordance with SG retention guidance

<input type="checkbox"/> I am the person named in the Identification Section.	
Signature:	Date:
Or	
<input type="checkbox"/> I am the representative of the person (guardian, next of kin) named in the Identification Section.	
Name (Capital Letters):	

Address (Capital Letters):		
Relationship:		
Signature:		Date:

Witnessed (to be completed by a member of NHS Western Isles Staff)

Name (Capital Letters):		
Position/ Department:		
Signature:		Date:

Media Declaration

I am the person seeking consent and confirm that I have explained the purposes for which this personal information may be used.

Name (Capital Letters):		
Organisation:		
Position:		
Signature:		Date:

You will be given copy of this Consent Form. NHS Western Isles' Communications Department will also hold a copy and the organisation seeking permission will be provided with a copy.

Send a copy of the form to:
Head of Communications, Claims and Patient Information
37 South Beach
Stornoway
Isle of Lewis
HS1 2BB

Or

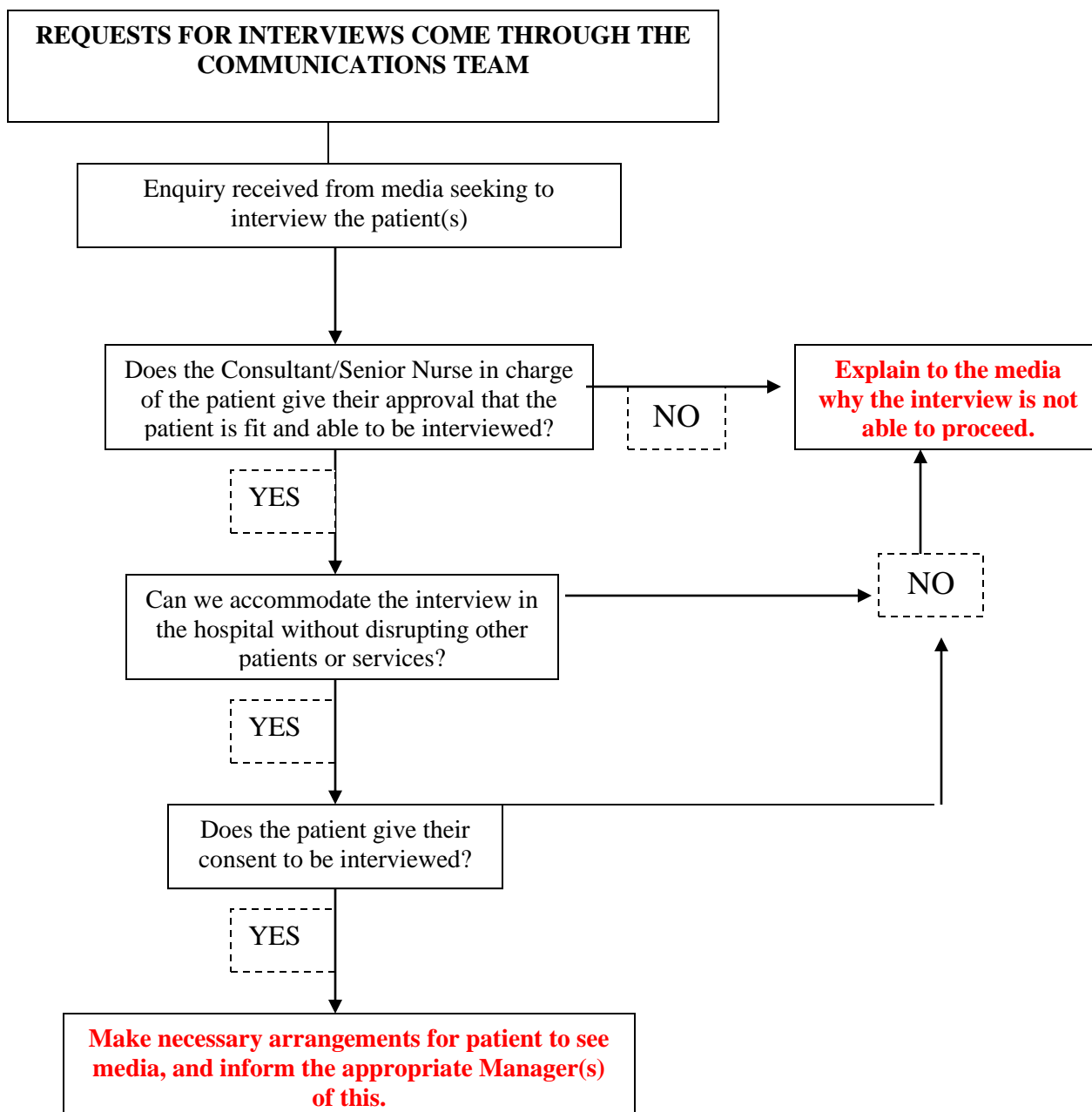
maggie.jamieson@nhs.scot

(Consent can be withdrawn at any time by contacting maggie.jamieson@nhs.scot)

APPENDIX 2

Protocol for Dealing with Interview Requests

The media will often contact the Communications Department for permission to interview a patient. The following flowchart outlines the steps to be taken.



APPENDIX 3

NHS Western Isles

Advertising Proforma

Date		Deadline for submission of Advert	
Name			
Department			
Contact Details – Email/Phone			
Reason for Advertising/ Type of Advert			
Proposed size of Advert			
Text/graphics to be included in Advert (please include attachment, or detail right)			
Publication(s)			
Quote(s) obtained for Advert/ anticipated cost			
Date of publication of Advert			

Section below to be completed by Head of Communications, Claims and Patient Information

<i>Advert as detailed above approved/amended/rejected (please circle)</i> <i>Details of decision provided/ Reasons specified</i>	APPROVED	AMENDED	REJECTED
<i>Date and time of reply</i>			

NHS Western Isles Communications Department	Contact Details
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