

Social Media Community Guidelines

The Patients Association uses Facebook, X (formally known as Twitter), LinkedIn and YouTube. We're happy that you're following us on either of these channels and look forward to hearing from you.

The following community guidelines have been developed to create an environment where people can engage and are free to make comments, and ask questions about the work we do.

We often discuss medical and health-related topics on our social media channels, but this is not medical advice. If you need medical advice, you should contact your GP or NHS 111 in the first instance. If you are experiencing a medical emergency, dial 999.

We do not handle helpline queries via social media; you can call the helpline team for free on 0800 345 7115, and find other ways to contact them on our website. Our free helpline can provide information about health and social care services. It can provide information, guidance and signposting to help you. Please note: our helpline advisers are not medically or legally trained and cannot give medical or legal advice.

We are always interested in hearing from you, and if you use our channels we ask that you be polite and respect all other users of our channels.

How we use social media

We will share content where we think it is useful or interesting but this is not an endorsement.

Our social media accounts are managed Monday to Friday from 9am to 5.30pm

Views and feedback

We welcome feedback, ideas and engagement and will try to join the conversation where possible, and where it is appropriate to do so.

Resources mean that we cannot respond to every comment posted on our social media channels, or participate in every discussion in which we are included by other users.

We may use your contact information / usernames to respond to messages / comments you send to us. If you post publicly on social media, we may share / retweet your post with our followers.

You may unsubscribe / unfollow us at any stage.

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Date of new Review: April 2026

Our House Rules

By engaging with our social media channels you agree to follow these guidelines:

- All users must comply with the social media platform's terms of use, as well as these terms of use
- You are wholly responsible for any content you post or share on the Patients Association's platforms
- We will ignore or remove, in whole or in part, posts that we judge to be inappropriate.

We will remove, block, ban, mute and / or report users to the relevant social media platform who direct messages at us which we believe:

- Bully, harass or intimidate any individual or organisation
- Are unlawful, libellous, defamatory, abusive, threatening, harmful, obscene, profane
- Uses any form of language that we deem to be racist or discriminatory
- Use any form of language or symbolism that we deem to be racist or discriminatory
- Are deceptive or misleading
- Infringe or violate someone else's rights
- Violate the law
- Violate any intellectual property rights
- Discuss ongoing legal proceedings
- Are trolling (persistent negative and / or abusive messages in which the aim is to provoke a response)
- Are irrelevant or off-topic
- Are disruptive
- Are repetitive.

We will also remove, block, report or ban any user who:

- Encourages others to post such messages
- Uses offensive images as their profile picture
- Has an offensive user name.

We hope never to have to do this, but we hope you understand the reasons why we might do this on rare occasions.

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It is important to note that comments and postings by followers of the Patients Association on social media do not necessarily reflect the opinions or beliefs of the Association.

Privacy

We are committed to protecting and respecting [your privacy](#). We may use analytics or third parties to analyse our social media channels for trends, insights and engagement.

What to do if you see something that doesn't look right

Should you spot any content or comments posted on our social media channels which you believe are not in accordance with these house rules, please report it to media@patients-association.org.uk and / or the relevant social media platform.

Compliments and complaints are routinely reviewed by our trustees. Complaints should be submitted in line with our complaints procedure, and will not be handled via social media

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