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| Guideline number | **57.007B** | Version | **1.0** |
| Title | **GCRF Social Media Guidance and Summary** | | |

This guidance document describes the process to add a post on GCRF social media channel(s).

**Purpose**

* **Share knowledge –** to provide high-quality and attractive content about clinical research and GCRF team
* **Enhance Transparency –** enhance public awareness and transparency of clinical research
* **Support recruitment** – reach maximum targeted health care professionals and participants to enhance recruitment into clinical research

**Guidance for team members**

1. Complete form 57.007E Social media template, attach required picture and appropriate ethics approval as applicable.
2. Ensure that any people included in pictures have signed a consent form that includes social media. Form 57.007F GCRF Media Consent can be used for GCRF staff if no other mode is available. Completed consent forms are stored in the Social Media folder on common drive.
3. Send form 57.007E Social media template to the authorised social media reviewer designated for that month. (Schedule can be found on EDGE Documents>Social Media)

1. Authorised social media reviewer will upload post to GCRF social media channel(s), the information posted on social media channel(s) should be consistent across all channels.

**Guidance for reviewers**

1. Review completed form 57.007E Social media template to ensure the following:
   * Language used is consistent and appropriate.
   * Content is appropriate under NHS GG&C social media policy.
   * Any recruitment advertisements use ethically approved text and that the appropriate ethics approval has been supplied by the submitter.
   * If a picture has been included, ensure that anyone in the picture has given consent for social media publication (Completed consent forms are stored in the Social Media folder on common drive). Pictures should also be checked to ensure that no patient identifiable or otherwise confidential information can be seen.
2. Log into social media platform on NHS device.
3. Upload content ensuring comments are turned off. Update form 57.007E Social media template to reflect number of posts if required (for example due to character limits). Complete Admin section of from and save in the social media folder on the common drive.
4. Log out of social media platform

**Guideline signatories**

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| Prepared by | Helen Hart | | |
| Signature |  | Date |  |
| Approved by | Lynn Prentice | | |
| Signature |  | Date |  |

**Document history**

| **Version** | **Date** | **Description** |
| --- | --- | --- |
| 1.0 | 18/03/2025 | First release |

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