



Redmoor Health

Your digital health partner



Social Media

Managed Service

Comment Management Process



Introduction

This is our comment management process for the social media managed services that we run for GP Practices.

Below you will find three categories for common comments. Following on from this, you will see a list of holding statements that we use as template responses. We create bespoke comment responses for anything that does not fall within these categories.

Negative Comments

- General negativity (*HS 1)
- Making a complaint (HS 2 and flag with the designated practice contact)
- Swearing or abusive (record, hide, and flag with the designated practice contact)
- Threatens to self-harm (record, hide, and flag with the designated practice contact)
- Threats to staff members (record, hide, and flag with the designated practice contact)

Enquiries

- Needs assistance from the practice (HS 4)
- Needs assistance from another service (HS 4)
- Needs assistance from emergency services (HS 5)
- Irrelevant enquiries (HS 6)

*HS = Holding statement



Positive Comments

- Generally positive comments (acknowledged with a like)
- Extremely positive comments (HS 7 and sent to the designated practice contact)

GDPR breach

- Patient breaches their own confidentiality knowingly (HS 8)
- Patient breaches their own confidentiality unknowingly (HS 8)
- Patient breaches another patients' confidential information (record and hide comment and notify designated practice contact)
- Patient breaches a member of staffs' confidential information (record and hide comment and notify designated practice contact)

*HS = Holding statement



Holding statements

Below is a list of the holding statements we use when managing comments and feedback on the practice social media pages that we manage.

Please note that we operate using a common-sense approach, whereby if any of the following statements are unsuitable replies we will create a reply that meets the specific needs of the comment and then flag this up with the designated practice contact if necessary.

Holding statement 1

Hi x (insert name), we are sorry you had a negative experience with our practice. If you would like to discuss this further with us, please get in touch with us during our opening hours via our phone line on x (insert phone number) or by email to x (insert email)

Holding statement 2

Hi x (insert name), we'd like to hear more about your complaint. Please contact us during our opening hours via our phone line on x (insert phone number) or by email to x (insert email)

Holding statement 3

Hi x (insert name), if you are having thoughts of self-harm or feeling suicidal, emergency services are here to help. Please contact 111 or 999 and speak to the operator immediately.

Holding statement 4

Hi x (insert name), if you aren't able to deal with your enquiry using the services available on our website, please contact us during our opening hours via our phone line on x (insert phone number) or by email to x (insert email)



Holding statements

Holding statement 5

Hi x (insert name), this is an emergency that we aren't able to deal with in practice. Please contact emergency services via 999 or make your way immediately to the nearest urgent care centre. Thank you.

Holding statement 6

Hi x (insert name), unfortunately we are only able to deal with medical or practice related enquiries and this doesn't fall within those categories. Thank you.

Holding statement 7

Hi x (insert name), thank you for your positive feedback, it is always welcome. We will share this amongst the practice team. Thank you, have a nice day.

Holding statement 8

Hi x (insert name), please remember to be careful when sharing your medical information on social media as this is a public space where others can see your personal information. To discuss this with us confidentially, please contact us during our opening hours via our phone line on x (insert phone number) or by email to x (insert email).



To find out how we could help you manage
and transform your social media presence
get in touch at

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or give us a call on

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