

Social Care Health and Wellbeing Directorate

OP/PD and DCALD/MH

Sensory Services guidance for use of Facebook

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Guidance for Sensory Services use of Facebook

Page Purpose/Objective –

The purpose of Sensory Services' Facebook page is to...

- Provide information on our service to the Deaf community in a more accessible format (i.e. using BSL videos), in addition to printed text leaflets
- Signpost to partner organisations and promote their services/initiatives
- Promote any work being done by other organisations on issues relating to deafness (e.g. NHS, Department for Work and Pensions)
- Promote any community work we are involved with
- Provide Gateway dates information on a regular basis
- Help support peer networking by connecting Deaf people in Kent

Page Moderation and Management –

Day to day responsibility

- The page will be managed by the Deaf Community Worker. Additional page moderators may be identified and added at a later stage.

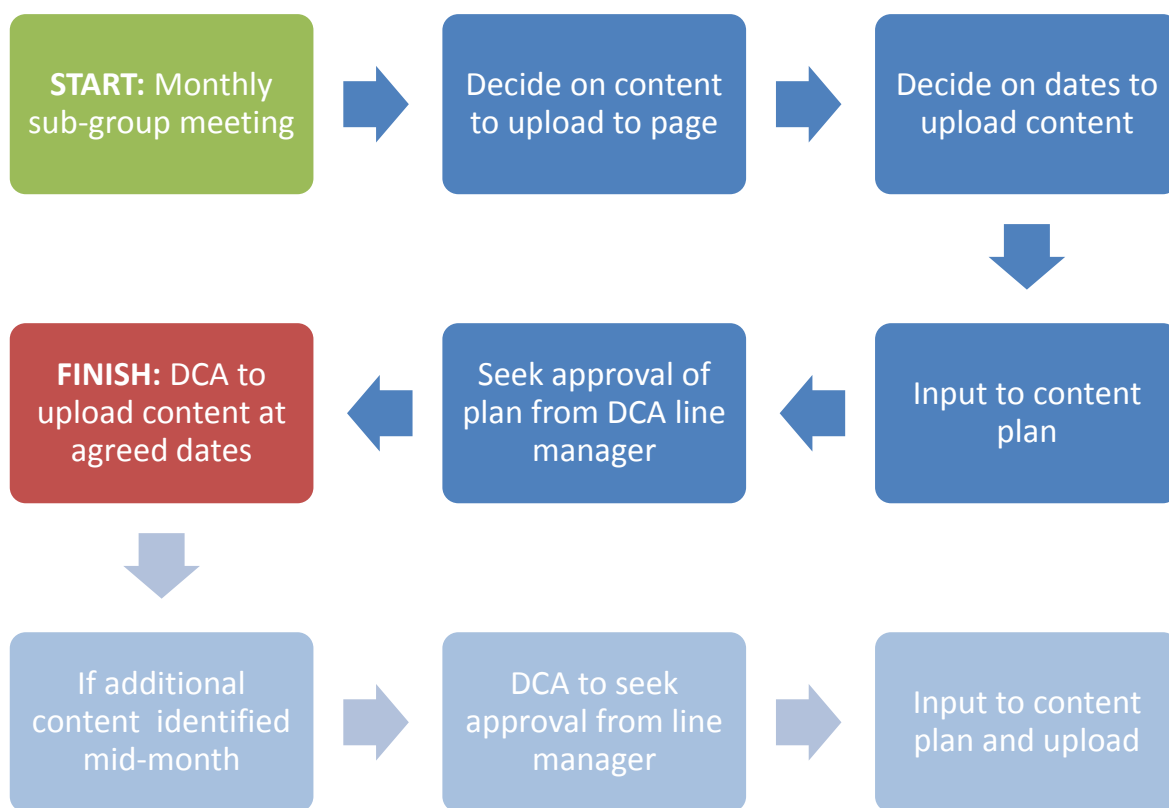
Role of Sensory Services Social Media Sub group

- There will be a social media sub-group set up consisting of Sensory Team staff who will meet monthly to discuss and decide what content should be posted. The selected content will then be inputted to the '[Social Media Content Plan](#)' by the page moderator and will be uploaded evenly over the weeks between sub-group meetings to achieve consistent activity on the page (so information does not just appear monthly).

Approval of Content by Manager

- Once the content plan has been completed each month, the line manager for the Deaf Community Worker will give final approval for the selected content to be uploaded for that month at the dates specified by the DCA/sub-group.
- *N.B. additional content can be uploaded between sub-group meetings even if not on that month's content plan, but must be approved by the line manager and then added to the content plan (see process map for uploading content).*

Content Upload Process Map



Public Engagement/Interaction –

- **Posts:** The public will not be able to post any content to the page. Only moderators of the page will be able to do this.
- **Messages:** The public will not be able to privately message the page.
- **Comments:** In line with the stance of other KCC Facebook pages, the public will be able to comment on our posts. This will be trialled initially but this may be disabled at a later date if deemed necessary.¹
 - The profanity filter will be turned on and set to 'strong', and all staff names will be entered into the "blocked words" box within the page moderation settings. This will automatically block any comment that features staff names or profane words. More words can be added to this list as deemed necessary.²

¹ To block all comments on posts, copy and paste the full list of words from the following link into the "blocked words" box <https://drive.google.com/file/d/0Bxu8unle-0U0eXpNLS1oMDBWVTg/view>

² If a comment is automatically blocked, from the point of view of the person who wrote the comment, it still appears to be there (there is no "your comment has been blocked" message or similar). To the public, the comment is hidden. To the page moderator (i.e. Us) the comment is flagged as hidden but we can still read it and choose to unhide it if we want, thereby making it viewable to the public. (N.B. This was tested with Chris Clark, who manages Kent Fostering's Facebook page)

- **Response to comments:** Public comments on posts may be responded to on a case by case basis, but there is no obligation to respond to every post (quite often another member of the public will do this anyway). A statement shall be posted at the top of the page signposting people to the proper process should they wish to make an official complaint.
- Sensory Services may decide at a later date to make the page more interactive with the public (e.g. allow direct messaging) and this will be handled by the Deaf Community Worker.

Video Production and Posting –

- Any BSL videos that we decide to produce will be scripted beforehand, and filmed using the team’s iPad or webcams. Sensory Services staff with strong BSL skills will be used to sign the videos, until the Deaf Community Worker can assume this responsibility. Lighting and background noise will be also considered, to improve the video quality. All videos will be approved by the Deaf Community Worker’s line manager before posting.

Page Promotion –

- Promoting the page is vital to achieve a decent number of page followers. This will be done through Gateways, links within email signatures, printed leaflets and sharing the page on the official Kent County Council Facebook page.
- Sensory Services will request that our partner organisations (KAB, RAD, HI Kent) share our page on their own official Facebook pages.

Monitoring and Evaluation –

- The success of the page shall be measured using the comprehensive data analytics (listed under “insights”) provided by the page. Performance indicators will include number of followers to the page, number of posts uploaded and their reach, number of successful sign-postings and any positive comments.
- The Deaf Community Worker will produce quarterly reports which will be submitted to both the line-manager, and senior management of Sensory Services. These reports shall summarise how the page has developed over the last quarterly-period, using data analytics, examples of posts’ impact (e.g. public comments and responses), any issues identified, and any lessons learnt going forward.
- The data analytics and quarterly report will be used to evaluate the page against its objectives (*see page objectives*).