Royal College of Nursing
Guidance for members and moderators of RCN forum Facebook groups

Information for forum members

What are Facebook groups?

Facebook groups make it easy to connect with specific sets of people, like family, friends or nursing staff working in a particular field of practice. Groups are dedicated spaces where you can share updates, photos or documents and send messages to other group members.

What is the difference between a page and a group?

Unlike pages, which may only be created and managed by official representatives, groups can be created by anyone as a space for communicating about shared interests.

Why is the RCN using Facebook groups?

RCN forum Facebook groups are a closed space where you can meet fellow nursing professionals and have conversations specific to your field of practice. These groups have been created in response to feedback from our members. We hope they'll offer a quick and easy way for you to keep in contact with your forum peers and conduct forum business between meetings.

Further information about Facebook groups

• Privacy: All RCN forum Facebook groups are closed. In closed groups, posts are only visible to group members.

• Audience: New members must be approved or added by group moderators, who are (usually but not always) forum committee members.

• Communication: Members receive notifications by default when any member posts in the group.

Finding my forum group on Facebook

All RCN Facebook groups follow the same naming style, for example:

- RCN CYP Acute Care Forum
- RCN Older People's Forum
- RCN Scotland HP Network



If you are unable to find your group by searching on Facebook, please contact digital@rcn.org.uk or your forum chair.

How do I join a Facebook group for my forum?

Forum Facebook groups are set up by the RCN and managed by forum committee members who act as group moderators.

Find the group you want to be part of and then click *Join Group* in the top-right corner.

You must then wait for a group moderator to approve your request.

How do I post and share with a group?

To post to a group, go to the group and then click the box that says *Write Something.* From here you can:

• Post an update

• Add a photo or video

• Ask a question

• Upload a file

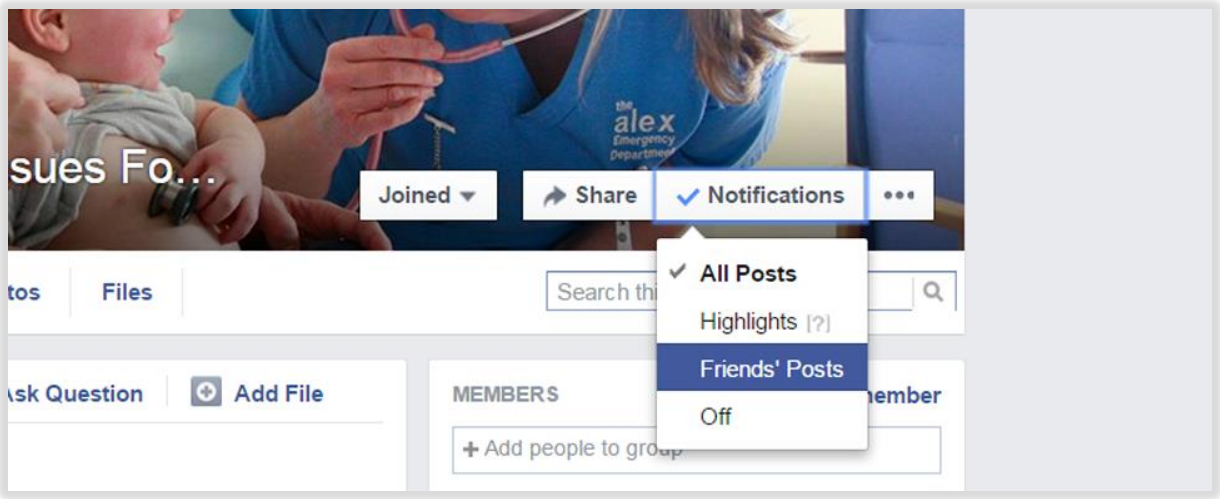
• Create a poll

• Start a group chat

If you like, you can include your location and tag other members of the group in your post.

Group members get notified about all new posts in a group unless they choose to adjust their group notification settings.

To adjust these settings, click on the *Notifications* button where you can select from *All Posts*, *Highlights*, *Friends' Posts* or *Off*.



How do I search for posts in a group?

To search for posts in a group:

1. Click *Search* this group in the top-right corner

2. Enter names or keywords that appear in either the post or the comments of the post you're searching for

How do I add new members to a group?

To add new members to the group:

1. Go to the group

2. Click the + *Add People* to group field in the right column

3. Type your friends' names and click on them to add them to the group

You can invite people you're not friends with on Facebook to join the group by clicking *Invite by Email* in the top right of your group.

You must only invite people to the group if they are RCN members and part of your RCN forum.

All new members must be approved by forum moderators or they will not be able to join.

How do I leave a group?

To leave a group, go to the group and click *Joined* on the group cover photo. Then *select Leave Group* from the dropdown menu.

When you leave a group:

• Members won't be notified

• You're removed from the member list and the group will be removed from your list of groups

• You'll no longer get group notifications

• People will no longer know when you've seen a group post, even if you saw it before you left the group



Your responsibilities on social media

RCN forum Facebook groups are a place where you can get involved in honest and open discussions on the issues that affect you and your field of practice.

Please take a moment to read these community guidelines and keep them in mind whenever you post:

We welcome your opinions, both positive and negative. We know that you may not always agree with the opinions of other forum members, or the RCN, but we ask that you treat everyone with respect.

Remember, anything you post in a Facebook group can be seen and shared by others. Please don't post anything that may be considered insulting, threatening or offensive. Be wary about posting comments that could be perceived as bringing your patients, profession, regulator or employer into disrepute.

Groups are moderated by forum members who are volunteer moderatos. They do their best to respond to questions as quickly as possible, but sometimes these are complex and have to be referred elsewhere for an answer, so please be patient.

If you have a question that moderators are unable to answer publicly through social media for privacy reasons, private message the RCN's Facebook page or speak to RCN Direct (0345 772 6100), who can discuss individual circumstances with members and provide advice on a range of workplace and legal issues. RCN Direct is open between 8.30am and 8.30pm, 365 days of the year.

The NMC has produced a comprehensive guide which underpins the Code and covers the need for nursing and midwifery staff to use social media and social networking sites responsibly.

Access the full guide online: www.nmc.org.uk/standards/guidance/social-networking-guidance/

Keep in mind when joining a group:

• Other Facebook users may see when you join a group or that you're a member of that group, like in their News Feed or search.

• When someone adds you to a group, others may see that you've been invited. Once you visit a group you're invited to, you'll become a member and other people may see you joined.

Information for group moderators

Group moderators

As a moderator, you are responsible for moderating content that is posted to your group and helping to maintain a safe and supportive community environment. Your role may involve deleting posts that do not meet the community guidelines, responding to questions from members and liaising with the RCN's digital team who will be able to support you.

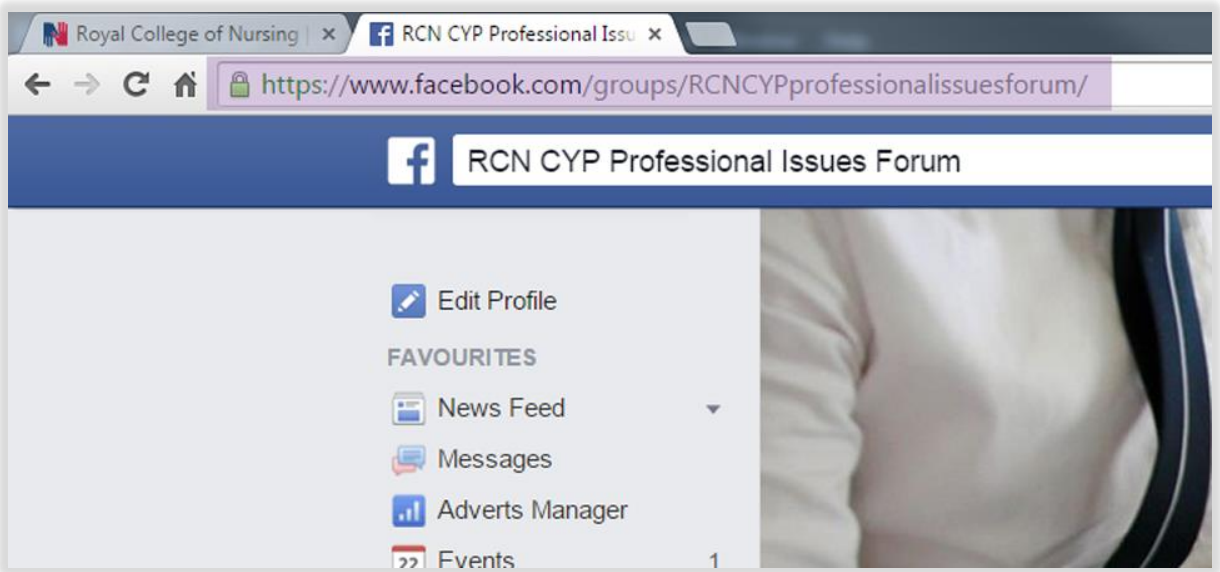
How do I create a group?

The RCN's Digital Engagement and Campaigns team will support you with getting started on Facebook, including setting up your group. Please contact digital@rcn.org.uk to get started.

How do I invite members to the group?

As group moderator, you can invite forum members to join your Facebook group. You can do this through the usual forum channels such as forum emails and blogs.

Each Facebook group has a specific name (for example *RCN District Nurse Forum*) and URL. This is the best way to let other forum members know where they need to go to join your group.



For members to join a Facebook group, they must already have a personal Facebook profile.

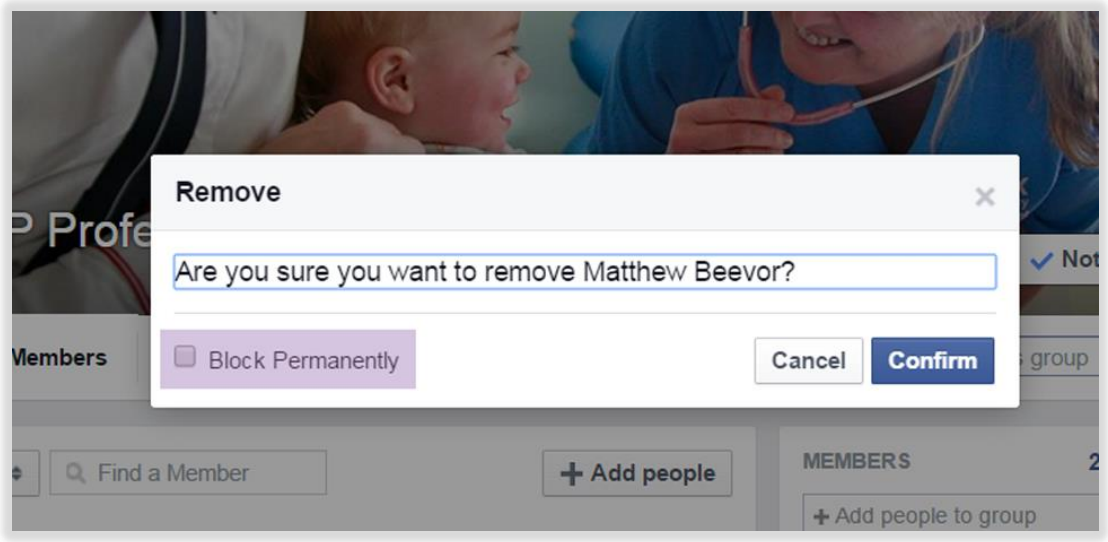
How do I limit who gets added to the group?

All new members to your group must first be approved by the moderator.

How do I remove or block someone from a group?

Only a moderators can remove or block a member from the group. To remove or block a member:

1. Click *Members* at the top of your group
2. Find the member you want to remove
3. Click the cog symbol beneath the member's name and select *Remove from Group*
4. To block a member you're removing, check the box that says *Block Permanently*
5. Click *Confirm*



Removed members will have to request to join the group again if they wish to rejoin. Blocked members won't be able to find the group in search or see any of its content, and they can't be added to the group again by members.

To remove a block you've put on a group member:

1. Click *Members* at the top of your group
2. Click the *All Members* dropdown menu
3. Select *Blocked*
4. Click *Remove Block* under the person's name

How do I make someone a moderator?

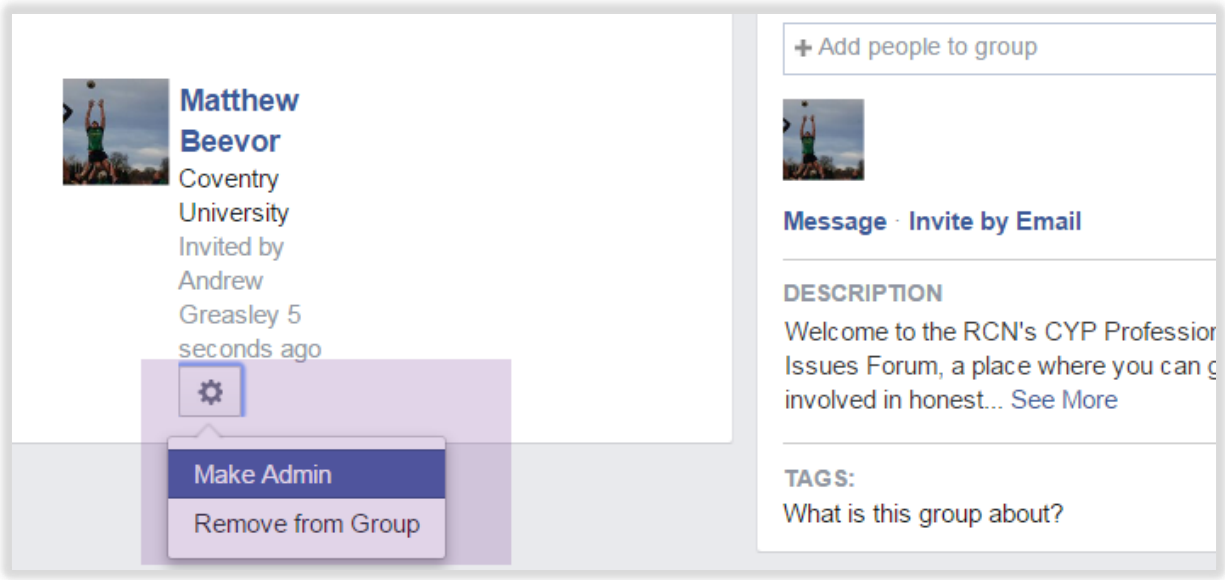
Keep in mind that a person must already be a forum member and group member before they can be made a moderator. To add an moderator:

1. Click *Members*

2. Click cog symbol under the name of the member you want to add as an moderator

3. Click *Make Admin*

Remember that once you make a member a moderator, they will be able to remove members or moderators, add new moderators and edit the group description and settings.



People have reported posts to me in a group I moderate. How can I manage these reports?

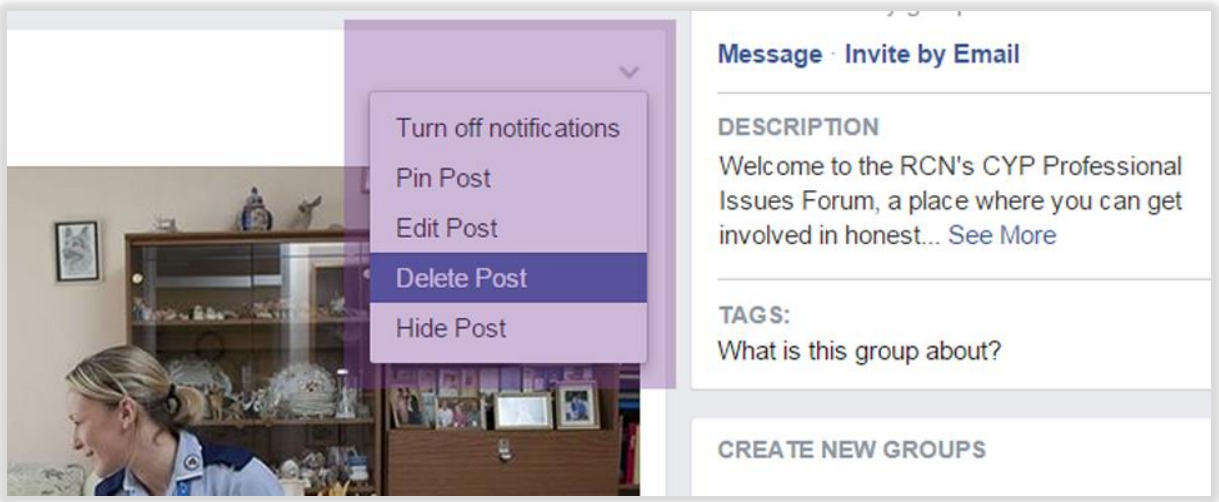
As group moderator, you'll see a notification in your group when someone reports a post to you. This feature lets group members highlight posts for you to review for any reason (ex: inappropriate or offensive posts). To manage a reported post, click the notification and then choose to:

1. Ignore it by removing it from the report queue
2. Delete the post
3. Delete the post and block the member who created the post

How do I remove posts by group members?

If you're a group moderator, you can remove most posts in your group by clicking ∨ next to the post you want to remove and selecting Delete Post.

Choose Report/Mark as Spam to report spam or abusive posts to Facebook.



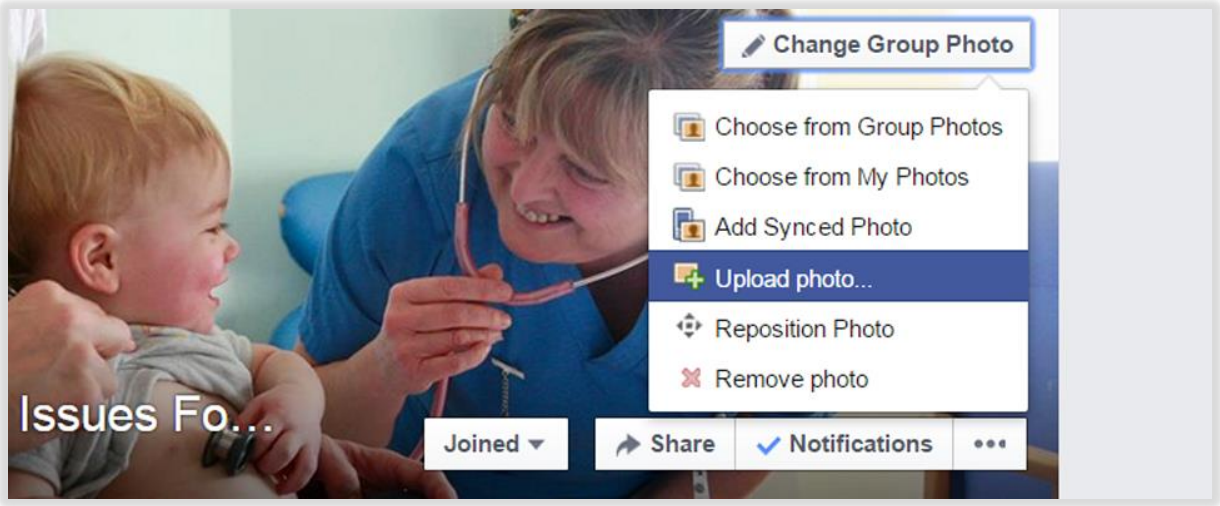
How do I change the cover photo of the group?

Moderators can upload or change cover photos for their group.

To upload a new cover photo for the first time:

1. Click *Change Group Photo* to upload a photo from your computer or click *Choose Photo* to choose from your Facebook photos or your group's photos

2. Click *Save Changes*



Keep in mind that your cover photo must be at least 400 pixels wide and 150 pixels tall. To change an existing cover photo, hover over the photo and click *Change Group Photo*. You can also share photos and video with your group.

Your group cover photo should be relevant to your field of practice. It should also be free from copyright restrictions.

The Digital Campaigns and Engagement team have access to a bank of imagery which can be used on your Facebook page. Email digital@rcn.org.uk.

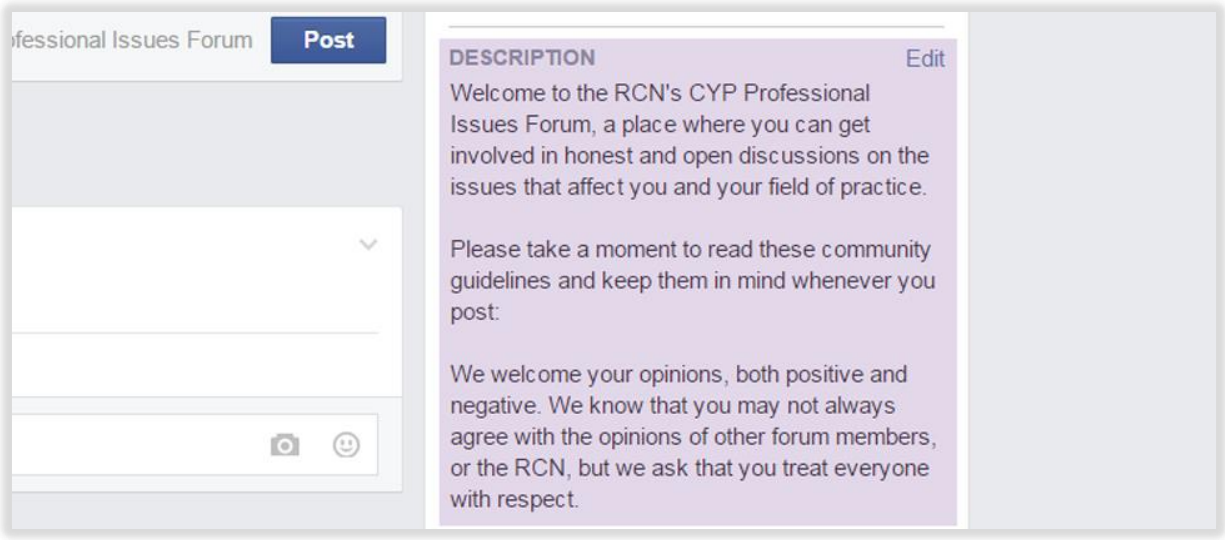
Guidance for moderating

Facebook groups are online communities dedicated to RCN-related topics and conversation around your field of practice. As group moderator, it is your responsibility to ensure members engage in a safe and supportive way.

- As group moderator, you reserve the right to remove inappropriate comments; those that contain vulgar language, attack a group or individual or are obviously spam.
- Members must not provide personal details or confidential information – either their own or somebody else's.
- If personal information or a sensitive case arises then refer the individual to the Digital Engagement and Campaigns team (digital@rcn.org.uk).
- Advertising or promoting products or services on behalf of external organisations is strictly prohibited.
- Use your judgement to deal with comments. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue.

'Community Guidelines' and group description

A *Community Guidelines* section can be found in the description of all forum Facebook groups. Please refer members to these guidelines if you believe they are not engaging in a safe or supportive way.



You may wish to tailor the *Community Guidelines* to your field of practice, and add a brief descriptive about your forum and the important work it does.

What if I need training?

The Digital Engagement and Campaigns team can support you with getting started on using social media for work. Please contact us via digital@rcn.org.uk to discuss your training needs.

Can I set up a Twitter account for my field of practice?

Alongside the RCN's corporate Twitter account, which is moderated by the Communications Department, some regional directors and other members of staff already have their own RCN accounts.

Where there is a clear case for setting up a new account that serves a specific country, region or field of practice, the Digital Engagement and Campaigns team will offer support in setting it up.

What to consider before setting up an account

- You should be clear about what you aim to achieve with your account, and how it will support the RCN's organisational objectives.

- Social media can be time consuming – comments should be moderated and responded to if necessary. It is harmful to the reputation of the RCN to have social media accounts which have not been kept up to date.

Contact the Digital Engagement and Campaigns team (digital@rcn.org.uk) to discuss the aim of the account, to confirm that you will be able to maintain it, and to request training if you need it.