

Core brief

Daily update
(9 June 2023, 2.25pm)

Topics in this Core Brief:

- Social Media Listening

Social Media Listening

Following recent reports in the media, in relation to social media listening at NHS Greater Glasgow and Clyde, we would like to share our statement which has been issued to the media on this matter.

We would also like to make clear that with the exception of three senior members of staff, who have given their consent, none of our staff are included within any social media listening activities.

We recognise that for some of you, these events may be a cause for concern and could be upsetting. If you have any concerns, we would encourage you to access the various support services available through Human Resources.

NHS Greater Glasgow and Clyde media statement ***June 8, 2023***

We want to make absolutely clear that NHS Greater Glasgow and Clyde has never used private investigators to spy on patients and their families.

The practice we use, called social media listening, plays a key role in issues management for companies and organisations worldwide by offering access to publicly available online and social conversations through perfectly legitimate and internationally accepted software companies that are used by tens of thousands of private and public sector organisations every day, such as the Meltwater platform, which is used by more than 27,000 global customers including NHSGGC.

In monitoring public conversations surrounding our organisation through social listening, we erroneously reviewed public individual posts shared by the relative of

a patient. This was an isolated case for which we have since apologised to the individual, and we have ceased all such monitoring.

Background note

Our decision to perform our searches via a social media listening tool was in response to a recommendation from the Scottish Government's Oversight Board, which found that NHSGGC was at times slow in responding to activity on social media. The Oversight Board recommended that we should learn from other organisations in Scotland and across the UK, and take steps to more effectively monitor and respond to social media activity.

It is important to share Core Brief with colleagues who do not have access to a computer.

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