

1. Does your organisation routinely monitor social media channels for critical commentary about your organisation?

The Health Board's communications team use Sprout Social to monitor and manage all our social media channels. This allows us to track both positive and negative comments and suggestions.

2. Does your organisation log / store any critical commentary?

Sprout Social allows us to view critical comments and direct messages, but we do not routinely log anything outside of this.

3. Does your organisation have a list of accounts that it routinely monitors for critical social media postings? If yes please provide the number on the list.

No.

4. Does your organisation employ / contract with a third party to monitor critical social media commentary? If so please provide name of company and any contract in place

No.

5. Please provide a copy of any policies your organisation has around monitoring critical social media commentary.

Please see the below link to the NHS Wales Social Media policy.

<https://phw.nhs.wales/about-us/policies-and-procedures/policies-and-procedures-documents/corporate-governance-communications-and-finance-policies/social-media-policy/>