



Medicines & Healthcare products  
Regulatory Agency

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Canary Wharf  
London  
E14 4PU  
United Kingdom  
[gov.uk/mhra](https://www.gov.uk/mhra)

[REDACTED]

31 August 2023

**FOI 23/566**

Dear [REDACTED]

Thank you for your information request received on 3 August 2023, where you asked:

*Under the terms of the Freedom of Information Act, please send me the MHRA policy regarding the employee use of social media, in particular, Twitter (now known as X) Moreover, the name of the person who moderates the MHRA Twitter account, @MHRAGovuk and also a job description for that particular employee (or employees, if more than one person).*

The agency's internal guidance for its social media channel moderation can be found at Annex A.

The agency job descriptions that relate to moderating its social media channels can be found at Annex B.

We are exempting people's names under section 40 of the FOI Act. Section 40 protects personal data, the disclosure of which would breach one or more of the data protection principles. The agency is satisfied that disclosure here would breach the first data protection principle, in particular the requirement of fairness on the basis that disclosure would not be reasonably expected by the people mentioned in the information.

If you have a query about the information provided, please reply to this email.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date you receive this response and addressed to: [info@mhra.gov.uk](mailto:info@mhra.gov.uk)

Please remember to quote the reference number above in any future communications.

If you were to remain dissatisfied with the outcome of the internal review, you would have the right to apply directly to the Information Commissioner for a decision. Please bear in

mind that the Information Commissioner will not normally review our handling of your request unless you have first contacted us to conduct an internal review. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Yours sincerely,

MHRA FOI Team

## **ANNEX A**

### **INTERNAL GUIDANCE ONLY - MHRA social media channel moderation**

This outlines the guidance to the team and approach we will take on moderating the agency's social media channels.

#### **What is moderation on social channels and why should we do it?**

Moderation of social posts means checking the comments on all our posts and acting, if any, on comments/replies that violate our [social media community guidelines](#).

The main reasons for doing this are to:

- manage the agency's reputation.
- monitor the sentiment and landing of messages.
- limit and prevent misinformation gaining traction.
- ensure our social media channels are a safe platform for discussion and engagement.
- ensure our followers aren't targeted by abusive comments on our posts.

#### **How will we approach moderation?**

The social media specialist in the agency's news and media team will monitor posts twice a day - once in the morning after logging on and once just before logging off in the evening.

#### **Actions to take**

- Every morning check comments on posts, including from the day before in case anything escalated overnight.
- Every afternoon ahead of logging off look at all posts shared that day (even if you've already looked once) as conversations may have moved on since you last checked those posts.
- At the end of each moderation session, flag any ongoing issues to team members and team lead in case further action is needed.
- Log comments and time spent on tracker sheet.

Type of comment	Details	Action on platforms
Harmful, targeted abuse at a person or group of people	This includes anything that breaches social media platform's code of conduct — any comments that promote violence against, threaten, or harass people based on race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease.	<b>Delete these comments if the platform allows, if not, hide and report them</b> — this is our non-negotiable red line, and we have a zero-tolerance policy for abuse on our posts. These posts break the social media platforms' policies too, so they should act if reported.
Misinformation/disinformation	<p>Misinformation is incorrect or misleading information. It is differentiated from disinformation, which is deliberately deceptive.</p> <p>These comments may not technically break the rules of a platform or be targeted at an individual (so it's unlikely the platform will remove them), but they could cause people to make decisions that are harmful.</p>	<p><b>Hide these comments</b> — attempt to prevent the conversations from escalating.</p> <p>If new mis/dis information narratives are identified in relation to an emerging health threat which appear to be gaining traction, alert UKHSA mis/dis info policy team for awareness.</p>
Anything else	All other content — including comments that are critical of the MHRA and its leaders.	<p><b>Leave these comments</b> — but take note if key themes are emerging to inform future content. People can criticise us, even if we disagree, and we shouldn't be silencing these comments.</p> <p>However, we will consider if any action needs to be taken to protect the agency's reputation.</p>

## ANNEX B

### Role Description

<b>Job Title</b>	Social Media Specialist
<b>Pay Grade</b>	HEO
<b>Location</b>	10SC Canary Wharf, London / Hybrid working <i>Please note that there might also be a requirement to travel to South Mimms, Herts or other locations as appropriate.</i>
<b>Hours</b>	37 hours (Excluding meal breaks)
<b>Reports to</b>	Head of Proactive Media and Science Communications

The Medicines and Healthcare products Regulatory Agency enhance and improve the health of millions of people every day through the effective regulation of medicines and medical devices, underpinned by science and research.

### About the Group

The MHRA Communications and Engagement Group is a multi-award-winning team that has a consistent track-record of achievement and providing value for money. Our focus is to support the agency to deliver its business outcomes by putting patients and the public at the centre of all our work. We are organised in the following teams: News & Media, Communications, Patient and Public Stakeholder Engagement and Customer Experience. This role is in our News and Media team.

### Role Purpose

- Scope, write, edit, produce and publish social media content creatively and proactively, enhancing the agency's reputation and promoting the wider contribution the agency makes to public health and science nationally and globally.
- Manage the agency's social media channels, and support communications, media and marketing campaigns, using social media channels and communities to communicate effectively and appropriately. Evaluate and improve our social media content and channels, advising on best practice and propriety.

### Key responsibilities and results areas

- Plan and create social media content according to what works for the platform and its audience, with an understanding of accessibility and usability requirements, and embedding social media channels in all media handling for both proactive announcements and reactive media handling. Capable of using communications skills to develop interesting, accessible content and implement this across a range of channels.
- Manage the agency's social media accounts and advise staff and senior leaders including the executive committee and chief executive.
- Identify and work with key influencers on social media and collaborate across patient, public, stakeholders, the wider healthcare system and government to amplify social media messaging.

- Ensure social media content is engaging and fresh, working with the visual and creative content lead to produce or effectively commission products such as video and images for social media e.g. infographics, and supporting the delivery of online events including podcasts, live chats, broadcasts, blogs and Tweets.
- Repurpose content for different social media channels and audiences to ensure it is effective based on detailed research as well as monitoring, evaluating and reporting social media coverage. Build audience insight using appropriate tools to monitor content and listen to conversations on social media.
- Act as an agency spokesperson, providing authoritative, clear, honest and credible communications to the media and social media on agency issues, and participate in a 24-hour media on-call rota.

The job description is not intended to be exhaustive and it is likely that responsibilities and outcomes may be altered from time to time in the light of changing circumstances and after consultation with the postholder.

### Agency Values

- We focus on patients and public
- We work together with respect.
- We take responsibility and are accountable.
- We create an environment where learning and innovation thrive.

### Person Specification

#### Important Candidate information:

The Civil Service use a recruitment framework called [Success Profiles](#). Success Profiles are made up of 5 elements: **Ability**, **Behaviours**, **Experience**, **Technical**, **Strengths** but it is unlikely that you will be assessed against all 5.

**Behaviours**, **Experience** and **Technical** elements will be assessed through your application form, in the first instance.

Success Profile	Criteria	Method of assessment: A-Application, T-Test, I-Interview, P-Presentation
<b>Ability</b>	Able to plan, create and deliver social media content at pace and to a high quality.	I
<b>Ability</b>	Ability to develop good working relationships and influence social media influencers and senior managers, dealing	A / I / P

	with conflict and challenge in a calm, measured way	
<b>Behaviour</b>	<b>Managing a Quality Service</b> - Good planning, project and time management skills, with ability to work on own initiative and in team to problem solve and prioritise own work according to changing business needs.	A / I / P
<b>Behaviour</b>	<b>Changing and Improving</b> - Work with others to identify areas for improvement. Encourage ideas for change from a wide range of sources. Clearly explain the reasons for change to colleagues and how to implement them.	A / I / P
<b>Behaviour</b>	<b>Working Together</b> - Establish professional relationships with a range of stakeholders. Actively engage with partners in online networks.	A / I / P
<b>Behaviour</b>	<b>Delivering at Pace</b> - Regularly monitor your own work against milestones ensuring individual needs are considered when setting tasks. Act promptly to reassess workloads and priorities when there are conflicting demands to maintain performance	A / I / P
<b>Experience</b>	Experience of evaluating social media tools to assess performance and inform business decisions	A / I / P
<b>Experience</b>	Good knowledge and experience of working in a busy social media / media environment in a large, complex, expert organisation, including, ability to plan and proactively create effective social media content	A / I / P
<b>Technical</b>	A good understanding of what drives reputation, with a demonstrable experience of implementing successful social media work to deliver business objectives	A / I / P
<b>Technical</b>	Good written, editorial, social media engagement and oral communications skills with a strong, proven understanding of what makes a good news story and interesting, accessible content.	A / I / P
<b>Technical</b>	A relevant qualification along with membership of CIM, CIPR or other relevant professional body desirable.	A
<b>Strengths</b>	<b>Analytical</b> - You seek and analyse information to inform decisions based on the best available evidence.	A / I
<b>Strengths</b>	<b>Improver</b> - You look for better ways of doing things and enjoy coming up with new and original ideas.	A / I
<b>Strengths</b>	<b>Organiser</b> - You make plans and are well prepared. You seek to maximise time and productivity.	A / I

## The Civil Service Code

These core values support good government and ensure the achievement of the highest possible standards in all that the Civil Service does. You can find out more about our values, standards of behaviour and rights and responsibilities in [The Civil Service Code](#).

The code is reflected in the Agency's values, which state that we will strive to be:

Civil Service Values	
<b>Integrity</b>	<ul style="list-style-type: none"><li>• Putting the obligations of public service above your own personal interests</li></ul>
<b>Honesty</b>	<ul style="list-style-type: none"><li>• Being truthful and open</li></ul>
<b>Objectivity</b>	<ul style="list-style-type: none"><li>• Basing your advice and decisions on rigorous analysis of the evidence</li></ul>
<b>Impartiality</b>	<ul style="list-style-type: none"><li>• Acting solely according to the merits of the case and serving equally well governments of different political persuasions</li></ul>



## Role Description

<b>Job Title</b>	Proactive Media and Science Communications Lead
<b>Pay Grade</b>	SEO
<b>Location</b>	10SC Canary Wharf, London / Hybrid working <i>Please note that there might also be a requirement to travel to South Mimms, Herts or other locations as appropriate.</i>
<b>Hours</b>	37 hours (excluding meal breaks)
<b>Reports to</b>	Head of Proactive Media and Science Communications

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## About the Group

The MHRA Communications and Engagement Group is a multi-award-winning team that has a consistent track-record of achievement and providing value for money. Our focus is to support the agency to deliver its business outcomes by putting patients and the public at the centre of all our work. We are organised in the following teams: News & Media, Communications, Patient and Public Stakeholder Engagement and Customer Experience. This role is in our News and Media team.

## Role Purpose

- Develop and deliver effective media and social media strategies, enhancing the agency's reputation and promoting and explaining its scientific expertise and wider contribution the agency makes to public health and science nationally and globally.
- Initiate, produce and deliver proactive and creative content with the media and social media and develop and nurture these contacts and identify proactive and scientific news and content from across the agency, ensuring it is produced into a relevant format and style for the media and social media and their channels and audiences.

## Key responsibilities and results areas

- Plan, deliver and evaluate proactive and creative media / social media strategies and scientific comms that supports the business priorities and culture change set out in the agency's delivery plan and act as communications account project manager for various agency Groups.
- Provide proactive media, social media and scientific communications advice to senior leaders, including the executive committee and chief executive.
- Place stories in a strategic way to achieve coverage and exposure, aligned to agency business priorities. Produce appropriate communications such as media handling and social media strategies, press notices and media lines to take, to effectively communicate our messages in consultation with agency staff. Capable of using communications skills to develop interesting, accessible content and implement this across a range of channels.
- Speak regularly to key journalists and social media influencers and build knowledge on their areas of expertise and interest and maintain ongoing professional relationships

- Act as an agency spokesperson, providing authoritative, clear, honest and credible communications to the media and social media on agency issues, and participate in a 24-hour media on-call rota.

The job description is not intended to be exhaustive and it is likely that responsibilities and outcomes may be altered from time to time in the light of changing circumstances and after consultation with the postholder.

## Agency Values

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### Person Specification

#### Important Candidate information:

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**Behaviours**, **Experience** and **Technical** elements will be assessed through your application form, in the first instance.

Success Profile	Criteria	Method of assessment: A-Application, T-Test, I-Interview, P-Presentation
<b>Behaviour</b>	<b>Communicating and Influencing</b> - Excellent communication and interpersonal skills both written and oral, with the ability to develop good working relationships and influence journalists, social media influencers and senior managers, dealing with conflict and challenge in a calm, measured way	A / I / P
<b>Behaviour</b>	<b>Managing a Quality Service</b> - Good planning, project and time management skills, with ability to work on own initiative and in team to problem solve, and prioritise own work according to changing business needs	I
<b>Behaviour</b>	<b>Delivering at Pace</b> - Regularly monitor your work against milestones ensuring individual needs are considered when setting tasks. Act	I

	promptly to reassess workloads and priorities when there are conflicting demands to maintain performance.	
<b>Experience</b>	Experience of working in a busy media and communications environment in a large, complex, expert organisation with a track record of proactively delivering successful strategic media / social media campaigns to deliver business objectives and enhance reputation proactively and creatively	A / I / P
<b>Technical</b>	A relevant qualification along with membership of CIM, CIPR or other relevant professional body desirable.	A
<b>Strengths</b>	<b>Catalyst</b> - You are self-motivated to act to achieve a goal. You are confident using your own initiative to take forward actions.	I
<b>Strengths</b>	<b>Networker</b> - You proactively create and maintain positive, professional and trusting working relationships with a wide range of people within and outside the organisation. You identify connections and reach out to bring people together.	I

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Civil Service Values	
<b>Integrity</b>	<ul style="list-style-type: none"> <li>Putting the obligations of public service above your own personal interests</li> </ul>
<b>Honesty</b>	<ul style="list-style-type: none"> <li>Being truthful and open</li> </ul>
<b>Objectivity</b>	<ul style="list-style-type: none"> <li>Basing your advice and decisions on rigorous analysis of the evidence</li> </ul>
<b>Impartiality</b>	<ul style="list-style-type: none"> <li>Acting solely according to the merits of the case and serving equally well governments of different political persuasions</li> </ul>

## Role Description

<b>Job Title</b>	Head of Proactive Media and Science Communications
<b>Pay Grade</b>	Grade 7
<b>Location</b>	10 SC Canary Wharf, London / Hybrid working <i>Please note that there might also be a requirement to travel to South Mimms, Herts or other locations as appropriate.</i>
<b>Hours</b>	37 per week (Excluding meal breaks)
<b>Reports to</b>	Deputy Director – News and Media

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## Role Purpose

- Develop, lead and manage the agency's profile proactively, creatively and confidently with the media and social media, enhancing its reputation and promoting, explaining and justifying its scientific expertise and wider contribution to public health and science nationally and globally.
- Lead development and delivery of effective proactive media and social media strategies at pace, developing and nurturing senior media and social media contacts and continuously evaluate and improve our proactive and scientific content, and news and social media channels to meet our audiences' needs, being aware of trends and using the right data to shape and evaluate what we do.

## Key responsibilities and results areas

- Generate, lead, plan, develop, deliver and evaluate proactive and creative media / social media strategies and scientific communications at pace and to a high quality that supports the business priorities and culture change set out in the agency's delivery plan and act as communications account director for an agency group. Capable of using communications skills to develop interesting, accessible content and implement this across a range of channels.
- Provide proactive strategic media, social media and scientific communications advice to senior leaders, including the executive committee and chief executive.

- Produce high-quality handling plans that includes press notices, potential risks, core scripts, briefings and Q&As and consider the use of comment pieces, op eds, blogs and shareable social media content, ensuring work aligns and integrates with strategic communications priorities and narratives and understanding the impact and reach of the proactive communications and using insight to shape them further.
- Develop, build and nurture professional relationships with journalists and social media influencers based on honesty, authority and credibility and stay up to date on media / social media trends.
- Manage the proactive media and scientific comms lead and social media specialist and their work and outputs ensuring high quality service provision by providing clear strategic direction and priorities and build a culture of experimentation and continuous improvement to ensure content remains engaging and fresh.

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<b>Behaviour</b>	<b>Communicating and Influencing</b> - Excellent communication and interpersonal skills both written and oral, with the ability to accurately	A / I / P

	and confidently communicate, influence and challenge staff and external contacts at all levels.	
<b>Behaviour</b>	<b>Managing a Quality Service</b> - A confident self-starter, who can operate independently and manage conflicting priorities while delivering to deadline but can also operate flexibly as part of a team and encourages feedback and the views of others.	A / I / P
<b>Behaviour</b>	<b>Seeing the Big Picture</b> - Understand and interpret the emerging news agenda and factors which will affect this agenda.	I
<b>Behaviour</b>	<b>Leadership</b> - Welcome and respond to views and challenges from others, despite any conflicting pressures to ignore or give in to them. Inspire and motivate teams to be fully engaged in their work and dedicated to their role.	I
<b>Behaviour</b>	<b>Delivering at Pace</b> - Ensure delivery of timely quality outcomes. Maintain own levels of performance in challenging circumstances and encourage others to do the same	I
<b>Experience</b>	Extensive experience of leading and managing media and social media for high-profile organisations, including gaining insight and evaluation	A / I / P
<b>Experience</b>	Proven leadership and management skills, able to demonstrate experience of leading multi-functional units in a complex organisation, including motivating and developing staff, and managing their performance.	A / I / P
<b>Technical</b>	A relevant qualification along with membership of CIM, CIPR or other relevant professional body desirable.	A
<b>Strengths</b>	<b>Explainer</b> - You communicate thoughts and ideas, verbally or in writing. You simplify complexities and adapt communication so others can understand.	A / I
<b>Strengths</b>	<b>Motivator</b> - You are highly driven and inspire others to move things along and make things happen.	A / I
<b>Strengths</b>	<b>Team Leader</b> - You are confident to lead a team and can effectively manage team dynamics to drive forward a shared goal. You take into consideration everyone's individual needs and create a genuine team spirit.	A / I

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