



| Type: Policy | Northumbria Blood Bikes Policy: Social Media Use | | |
|-----------------|---|---------|---------------------|
| Owner: | Publicity Officer | Author: | Kirsty Lawrence |
| Approved: | September 2016 | By: | Executive Committee |
| Doc Ref | PUBL0002 | Version | 5.2 |

A. Why do we need this Policy

Northumbria Blood Bikes uses publicity to raise awareness of the group and the work we do. The group needs to consider how this image is portrayed by volunteers and others to the best effect, whilst not compromising this image via inappropriate use of media. A misjudged status update could cause complaints and damage our working partnerships we rely on. There are also security and data protection issues to consider. This policy explains how volunteers can use social media safely and effectively. This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgment and common sense.

B. Who is Responsible for this Policy

The Publicity lead of the group is responsible for the maintenance of this policy. The Executive Committee is responsible for approving this policy. All volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it.

C. When will this Policy be reviewed

The policy will be reviewed a maximum of two years following its approval.

D. How will changes be notified

The latest version of the policy will be made available via the members' library on the group website. New versions will be announced via email to all members and to the executive committee.

1. Aim of Policy

- 1.1. To ensure that the group is represented in the appropriate way by means of publicity. It is important to remember that as volunteers we are ambassadors for Northumbria Blood Bikes and any social media we may engage in reflects on our charity. We are a non-judgemental and non-political organisation and depend on our volunteers to respect and uphold this position.
- 1.2. To protect volunteers, equipment and working partnerships by not publicly revealing their locations or travel plans in advance of, or during a shift, to prevent attacks on them or the equipment and to respect the privacy of those we serve.

2. Types of Publicity

- 2.1. This policy relates to the use of imagery and wording on all social media platforms relating to Northumbria Blood Bikes, by members, on and off duty.

3. Actions

- 3.1. Volunteers may take photographs when on operational duty (riding, driving, shift controlling) see points below for further clarification. We have to respect the decisions of all the working partnerships we have and uphold the agreements that have been made. Remembering that some NHS sites deal with vulnerable people and have strict privacy rules. We may take photographs whilst outside the Newcastle Trust Hospital's, Northumbria Healthcare Trust sites Gateshead Health Trust sites, County Durham and Darlington Trust sites, South Tyneside and Sunderland Trust sites. However, when taking photographs we **must not** include any patients or staff in the background of the shot.
 - 3.1.1. We are **not permitted** at anytime to take photographs of vehicle bases, on the NHSBT site, HMP Prison sites, Hospice sites, Care Home sites, GP Practices, Private Homes we collect Human Milk from or GNAAS sites.
- 3.2. During operational duty, (riding, driving, shift controlling), volunteers must not reveal the details of their locations via personal social media accounts in advance of, or during a shift this includes but not limited to 'checking-in' at locations without details disclosed as this is revealing your location whilst on duty or posting images of your operational duty whilst still on shift. Once tasked, and until clear of a job, no images are to be taken, and in any case no images can include packages being carried as this could imply lack of urgency of our work. No job details are to be disclosed by volunteers on personal social media accounts, on or off duty.
- 3.3. There may be planned occasions where the group decide that operational images and text are to be used, but these will be done by a non-operational member, usually from the Executive Committee. Permissions will be agreed in advance with the relevant people or NHS site, by a member of the committee normally the Publicity lead.
- 3.4. Where volunteers or vehicles are involved in incidents or accidents while representing Northumbria Blood Bikes, volunteers should refrain from making judgements / giving views about these outside of the group. As soon as possible after an incident the committee will give information that volunteers can use / repeat if desired.

- 3.5.** Volunteers should feel free to talk about their volunteering, for example sharing photographs taken from fundraising events or awareness talks. Make sure before posting it is an appropriate representation of our charity.
- 3.6.** Must not post offensive content, such as racist or hateful comments, it is not acceptable and will damage our charity's reputation. It also reflects on those who volunteer alongside you and represent our charity, such as our patrons, so consider the impact on other volunteers of what you publish before posting.
- 3.7.** Volunteers should never air grievances with other volunteers on their social media profiles or Facebook Group but always through the correct and official channels designed for such purposes in order for the Committee to deal with and if required investigate under the Discipline and Complaints Procedure (Ref Const001).
- 3.8.** If a post / comments on our private Facebook group is deemed to be creating a negative atmosphere the original post or comments may be removed or commenting turned off. If after removing a negative post / comments volunteers continue committee may implement post approval on the group to prevent further issues.
- 3.9.** Questions and / or complaints for the Committee should always be made through the correct and official channels designed for such purposes in order for the Committee to respond / investigate.

4. Preventing and Dealing with Possible Issues

- 4.1.** All volunteers to be made aware of this Policy during induction.
- 4.2.** All volunteers will be assigned a milestone annually once they have read the policy and agree to comply with its content.
- 4.3.** All reports of breaches to the agreements in this policy by a volunteer whilst representing NBB will be deemed to be non-compliance and will be dealt with as a complaint and investigated as such under the Discipline and Complaints Procedure (Ref Const001).

5. Exceptions and Variations

- 5.1.** In certain circumstances, a member of the committee might ask a member to take a picture of an item or situation, for later use.

Northumbria Blood Bikes Procedure:

Version Control and History

| Date | Version | Author: | Reason For Change |
|------------|---------|-----------------|------------------------------------|
| 25.10.2015 | 1.0 | Graham Moor | First Version |
| 18.08.2016 | 2.0 | Kirsty Lawrence | Revised Version |
| 02.09.2016 | 3.0 | Kirsty Lawrence | Revised Version with Permissions |
| 05.12.2017 | 3.0 | Kirsty Lawrence | Reviewed |
| 07.01.2020 | 3.0 | Ronnie Paton | Reviewed |
| 12.05.2020 | 4.0 | Kirsty Lawrence | Revised Wording |
| 08.12.2020 | 5.0 | Kirsty Lawrence | Revised Wording |
| 15.08.23 | 5.1 | Kirsty Lawrence | Periodic Review – no changes req'd |
| 28.09.2025 | 5.2 | Kirsty Lawrence | Updated with Permissions |