



Policy	Northumbria Blood Bikes Policy: Social Media Use		
Owner:	Publicity Officer	Author:	Kirsty Lawrence
Approved:	September 2016	By:	Executive Committee
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#### **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 members 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 members 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 one year 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 members, 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.

## **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.** Members may take photographs when on operational duty (riding, driving, shift controlling). 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 have been granted permission for volunteers to take photographs whilst outside the Newcastle Trust Hospital's only. However, when taking photographs we must not include any patients or staff in the background of the shot. We are not permitted at anytime to take photographs of vehicle bases or on the NHSBT site.
- 3.2.** During operational duty, (riding, driving, shift controlling), members must not reveal the details of their locations via personal social media accounts in advance of, or during a shift. No job details are to be disclosed by members 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, see Newcastle Trust - Information Governance Policy.
- 3.4.** Where members or vehicles are involved in incidents or accidents while representing Northumbria Blood Bikes, members 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 members can use / repeat if desired.
- 3.5.** Members should feel free to talk about their volunteering, for example sharing photographs taken from fundraising events. Please refer to children at fundraising events policy.
- 3.6.** Avoid posting 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 members of what you publish before posting.

- 3.7.** Volunteers should never air grievances with other volunteers on their social media profiles or the forum but always through the correct and official channels designed for such purposes.

#### **4. Exceptions and Variations**

- 4.1.** 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