

# Air Ambulance Northern Ireland

## Social Networking Policy

Updated: November 2020



Air Ambulance NI's position is that social networking is strictly personal activity unless participation on these sites are for the specific purpose of promoting the company and has been authorised by Management or the Board.

All personal activity should be restricted (like personal phone calls) to during the volunteer's own time / authorised breaks. Using social networking sites such as (but not only these) Facebook, Instagram, Twitter and Snapchat is not allowed during volunteering hours. If social networking activities interfere in any way with your responsibilities, the Problem Solving Procedures may be used.

The Company does not encourage its volunteers to identify themselves as having any link with Air Ambulance NI on social networking sites, unless participation on that site is for the specific purpose of promoting the company. If the volunteer chooses to link themselves to Air Ambulance NI on a social networking site, they must be aware that it is their responsibility to represent the company in a professional manner. If they do not represent Air Ambulance NI in a professional manner, the Problem Solving Procedures may be used.

Volunteers should never make defamatory statements on a social networking site, particularly one where they have identified themselves as having a link to Air Ambulance NI.

Volunteers should not make recommendations or referrals using social networking sites where they have identified themselves as having a link to Air Ambulance NI. Volunteers must not refer to any clients, customers, funders or partners without obtaining the company's express permission to do so.

Although social networking sites are generally informal in their tone, do not forget that these are public sites, which are potentially vulnerable to security breaches. Confidential information (such as company financial information, intellectual property, customer data, etc.) must never be discussed or referred to on such sites.

You must not use a pseudonym when signing up for a social networking site. This is commonly prohibited in sites' Terms and Conditions.

Volunteers should also be aware when logging on to and using social networking and video sharing websites and blogs at any time, they must not:

- Conduct themselves in a way that is detrimental to the Organisation or brings the Organisation into disrepute.
- Allow their interaction on these websites or blogs to damage working relationships with employees and clients or potential clients of the Company.
- Include personal information about the Organisations employees, suppliers, customers, funders or clients without their express consent (an individual may still be liable even if employees, suppliers, customers, funders or clients are not expressly named in the websites or blogs if the Company reasonably believes they are identifiable).
- Make any derogatory, offensive or defamatory comments about the Company, its employees, suppliers, customers, funders or clients (an individual may still be liable even if the Organisation, its employees, suppliers, customers, funders or clients are not expressly named in the websites or blogs if the Organisation reasonably believes they are identifiable).
- Disclose any confidential information belonging to the Organisation or its suppliers, customers or clients or any information which could be used by a competitor.

Volunteers who are discovered contravening these rules may face serious disciplinary action, including potential gross misconduct.

The Organisation will review and update this policy when and where necessary.

Volunteers should be aware that usage of social networking sites may be routinely monitored to ensure this usage is not being abused and that Company Policy is being complied with.