



medrescue

Social Media Policy

Version 1
MRGP31

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Summary

The purpose of this policy is to outline the expectations of all staff/crew when using social media at work or outside of work whilst working for MRG.

Scope

This policy applies to all crew, staff, and senior leadership team members. Including associates, contractors, and consultants.

Document Control

Document Owner	CQC Registered Manager
Document Security	Internal
Document Control	Uncontrolled when printed
Lead Contact	Workforce Manager
Document Status	Approved
Date of Publication	Thursday, 13 May 2021
Date of Review	Thursday, 13 May 2021
Date of Next Review	Monday, 13 May 2024
Date of First Publication	Thursday, 13 May 2021
Revision Frequency	3 Year

Equality Impact Assessment

Name of Policy being Assessed	Social Media Policy
Purpose of Policy	This social media policy is to set expectations for appropriate behaviour of all staff when engaging online.
What consultation has been carried out in relation to this policy	Consultation has been with the clinical operations Team. On completion of policy, it will be reviewed by Policy Group with a recommendation to put out to end user consultation
Who is affected by this policy	Staff, Visitors, contractors using services and premises of Med Rescue Group.
What arrangements are in place to monitor the effect of this policy	The company will seek feedback from both staff and service end users to identify good practice, or areas where this policy needs to be amended.



Revision History

Version Number	Description	Authored	Approved By	Approved Date
0.1	Social Media Policy Draft	Head of Compliance		
1	Social Media Policy	Head of Compliance	Policy Group	13/05/2021



Common Language

This list below contains frequently used terms throughout the MedRescue Group policy library and helps form a cohesive bond between all documents created by the group. This list is not exhaustive.

Term	Descriptor
Crew	Individuals engaged by the group, whether that be as PAYE, Self-Employed, or operating via a Limited Company, who work on ambulances.
Staff	All individuals who are employed by the group, who operate in a non-clinical role e.g.: resource coordinators, compliance officers, receptionist.
Senior Leadership Team	All staff who are employed by the group and who operate at a Tactical or Strategic level within the group of companies.
MRG	MedRescue Group. This includes all the companies under the umbrella of the group.
Ambulance	Any vehicle owned and operated, or leased, by the group for the purposes of conveying crew to patients, or for conveying patients to hospital.
Base	An asset of the group which operates ambulances for the purpose of conducting MRG business.



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1. Related Policies

Policy Number	Policy Name
MRGP21	Equality and Diversity Policy
MRGP24	Disciplinary Policy

Equality Statement

MRG is committed to promoting positive measures that eliminate all forms of unlawful or unfair discrimination on the grounds of age, marriage and civil partnership, disability, race, gender, religion/belief, sexual orientation, gender reassignment and pregnancy/maternity or any other basis not justified by law or relevant to the requirements of the post.

MRG is committed to promoting equality and diversity best practice both within the workforce and in any other area where it has influence. MRG will therefore take every possible step to ensure that this procedure is applied fairly to all staff regardless of the afore mentioned protected characteristics.

Where there are barriers to understanding; for example, a staff member has difficulty in reading or writing, or where English is not their first language, additional support will be put in place wherever necessary to ensure that the process to be followed is understood. This is to ensure that the staff member is not disadvantaged at any stage in the procedure.

2. Introduction

MRG recognises that social networking and photo sharing web sites such as Facebook, Twitter, TikTok and SnapChat (not an exhaustive list) are now perceived as everyday methods to keep in contact with friends, make public statements, upload photographs and to advertise / review events. Everyone has the right to be digitally engaged and use social media platforms, and we acknowledge that people do so because there are benefits and advantages when using these platforms appropriately.

MRG urges staff to use any sites sensibly and responsibly and to consider the wider implications of using social networking sites outside of work. All Staff/Crew who use social media are required to exercise proper judgement, act professionally and consider the appropriateness for any information or image they post in advance of posting it.

3. Equality and Diversity

MRG is committed to providing a working environment which is free from harassment, bullying or intimidation of any nature.

Every staff or crew member has a responsibility to treat colleagues with dignity and respect irrespective of a person's:



Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

MRG will not condone or tolerate bullying or harassment in any form, including by any electronic communication means. Any staff or crew member who create or forward any electronic communication which is deemed to be discriminatory or offensive to any recipient, will be in breach of this policy.

4. Authorised users

Only people who has been authorised to use MRG social media/networking accounts can access and post on these platforms.

This may include social medial posts relating to the advertising of the work that MRG complete. Any images containing staff members will be submitted with expressed consent.

5. Use of Social Media at Work

Staff must not access social media sites or apps during their working hours, with the exception of agreed break times.

The exception to the above are authorised users of MRG social media accounts, who are required to access social media sites for business purposes and do so with the agreement of their line manager.

6. Expected standards

The following standards should be met by all staff and crew:

- All staff are responsible for any information they make available on social media, whether this was posted during work hours, breaks or when not at work.
- When posting on social media sites, there should be no expectation of privacy, regardless of privacy settings applied to individual accounts.
- Content uploaded to, and opinions expressed via, social media must be considered to be in the public domain.
- All staff and crew should ensure their social media account does not represent MRG views or opinions
- You must ensure that you do not post messages, status updates or links to material or content that is inappropriate. Inappropriate content includes (but is not limited to); drinking & smoking culture, pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs. This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone based on race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- No confidential or personal information about other members of staff or crew must be shared without their express consent.



- You should ensure, when posting that you do not breach patient, staff or MRG confidentiality.
- You must not post any material that has the potential to bring MRG into disrepute – this may include inappropriate comments and/or photos of malicious allegations against other employees or the MRG itself which could constitute discrimination, bullying or harassment
- You must not discuss work-related issues and complaints which may potentially damage the reputation of MRG and/or any of its crew or staff.
- Accounts and/or postings should not be created and/or used as a means of attacking or abusing MRG employees, volunteers, patients or anybody connected to the work of MRG.
- You must be aware that even if you have not disclosed the name of your employer, that comments made or content posted on social media may still have a damaging impact on MRG.
- You must not use social media for any illegal or criminal activities

7. Outcomes and Enforcement.

All breaches or suspected breaches of this policy should be reported to line management.

Any breach of this policy will be managed in line with the MRG Disciplinary Policy (Ref. MRGP24)

Some breaches of this policy may be deemed to constitute gross misconduct and may result in dismissal.

If it is considered that the staff member may have committed offences under civil or criminal law, police involvement may be necessary.