

Position responsible: Director of Fundraising
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Related Documents	Media handling policy Data security and protection policy SOP 1.12 Photography at the scene Magpas Air Ambulance Brand Guidelines
Further information	ASA (Advertising Standards Authority) HCPC Guidance on Social Media GMC Doctors Use of Social Media 2013

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1.0 Introduction

- 1.1 Magpas Air Ambulance uses social media to raise awareness and funds, create communities of supporters and provide supporter care in order to further its charitable objectives.
- 1.2 Magpas Air Ambulance also encourages and supports the use of social media by its team members where its use is achieving these same aims and recognises the importance of ensuring this is done in a coordinated, consistent and safe way.
- 1.3 For the purpose of this policy, social media is defined as any facility for online publication and commentary, including (but not limited to) blogs, Facebook, LinkedIn, Twitter, TikTok, Instagram and comments on news platforms.
- 1.4 The policy applies to all employees, volunteers, clinicians, aviation crew, trustees and patrons of Magpas Air Ambulance—referred to in this document as ‘team members,’ regardless of whether their online presence identifies them as an employee or representative of the charity.

2.0 Objectives and principles

- 2.1 The objective of this policy is to communicate how Magpas Air Ambulances uses its owned social media channels and ensure that Magpas Air Ambulance team members are empowered to use social media to promote, comment and celebrate the work of the organisation, while ensuring that:
 - Patient confidentiality and privacy are always protected
 - Key messaging, tone of voice and branding are consistent with the Magpas Air Ambulance brand guidelines
 - The reputation of Magpas Air Ambulance is protected
 - Employees are protected and safe online
 - Privacy is respected and the charity’s data security and protection policy is adhered to
- 2.2 The principles underlying this Magpas Air Ambulance policy are:
 - To build and maintain a strong and engaging relationship with Magpas Air Ambulance supporters, the public and the media
 - To be proactive in gaining maximum positive coverage on social media, thus increasing understanding of the Magpas Air Ambulance brand, profile, ethos, expertise, activities and the need for public support

- To ensure all Magpas Air Ambulance team members have the information they need to feel confident and safe to share and comment about Magpas Air Ambulance on social media

3.0 How Magpas Air Ambulance manages social media

3.1 Official Magpas Air Ambulance social media output

3.1.1 The marketing and communications team manages all official social media channels representing the charity:

- Facebook: facebook.com/MagpasAirAmbulance
- Twitter: twitter.com/Magpas_Charity
- Instagram: instagram.com/magpasairambulance
- LinkedIn: linkedin.com/company/magpas
- YouTube: youtube.com/c/MagpasAirAmbulance

3.1.2 Content published to these channels is produced in such a way that it is consistent with the charity's brand, mission and values, reflecting and focusing on areas relevant to the industry. More information on these accounts can be found in Appendix 1.

3.2 Affiliated employee accounts

3.2.1 Some Magpas Air Ambulance team members are also required to create a social media account to supplement their work for the charity—the majority of these accounts are used on Facebook, using 'Magpas' as a part of the account name. More information on these accounts can be found in Appendix 2.

3.3 Personal accounts

3.2.1 The charity recognizes that many team members will have personal social media accounts that they may wish to use to comment on their work, and the work done by the wider organization and industry—and this is positively encouraged and supported. Further guidance and advice on using social media in both a professional and personal environment can be found in 5.0 and Appendix 3.

4.0 Producing content for Magpas Air Ambulance social media accounts

4.1 Content shared to the official Magpas Air Ambulance social media platforms is often sourced and crafted by the marketing and communications team, however, contributions from colleagues are welcomed and encouraged.

4.2 The most engaging content often occurs on occasions where the marketing and communications team are unable to attend (views from the crew, spontaneous activities, events, etc.) so maintaining a high-quality presence on social media is reliant on support from the wider team. Engagement from our community is often particularly strong with posts that show the impactful work of our clinical team—photos and videos from life at the airbase and in the skies is strongly encouraged.

4.3 Photos and captions can be emailed/text directly to a member of the marketing and communications team, the PR phone (07481 771271) or to marketing@magpas.org.uk.

4.4 Photos captured by clinical team members at the scene of an incident can be of great value in the pre-hospital setting. The appropriate use of photography in this context is positively

encouraged, provided patient confidentiality and privacy are always protected, and provided processes are managed as per SOP 1.12 Photography at the Scene.

- 4.5 Aviation content needs to be checked with the pilot on duty that day before being published on social media, which can be done by the photographer/videographer prior to sending to the marketing and communications team. The team will then check all other content, and images/captions may undergo editing/proofreading for clarity and brand compliance.
- 4.6 Content is often planned and scheduled weeks in advance and constructed to maximise engagement. For this reason, content provided may not be used immediately or at all, depending on the overall schedule and external communications at the time.

5.0 Use of personal social media accounts

5.1 Representing Magpas Air Ambulance

- 5.1.1 Even if you are acting in your own personal capacity, you are still also a representative of Magpas Air Ambulance, even if affiliation with the charity is not clearly on display. With any content written or shared online, team members should be aware of the effect their actions may have on their reputation, as well as the charity's reputation. If you choose to identify yourself as a Magpas Air Ambulance team member online, ensure your profile and related content are consistent with how you wish to present yourself with colleagues and other professionals in the sector. Please be aware that negligent use of social media by a team member that negatively impacts Magpas Air Ambulance could be dealt with via disciplinary processes.

5.2 Using social media to promote Magpas Air Ambulance

- 5.2.1 Magpas Air Ambulance is supportive of team members who wish to identify themselves as such and to discuss their work, or the work of the wider sector, in public. You should make clear that the views expressed are personal, and not those of the charity. This can be achieved on an individual discussion basis, or by use of a covering statement in a social media profile bio, such as *"Opinions expressed are solely my own and do not necessarily express the views or opinions of my employer."*
- 5.2.2 Platforms most likely to prompt discussions surrounding the charity, or the clinical sector, are Twitter, Facebook and Instagram, and often the most impactful posts will be accompanied by relevant and high-quality imagery. See Appendix 4 for further information on image guidelines.
 - Team members are encouraged to follow the Magpas Air Ambulance social media accounts, and engage with and share the content published. Shares and comments from team members often make the post more relevant and impactful to our audiences.
 - Clinical staff are encouraged to make use of Twitter to discuss developments, news and information within the medical and PHEM sector, especially where this helps to further the charity's strategic goals. Retweeting clinician-led social media content on the @Magpas_Charity Twitter account also helps improve our clinical narrative.
 - Where a team member is also part of a local community Facebook group, they may encounter posts about Magpas Air Ambulance sightings or activations. Team members are welcome to contribute to discussions surrounding the work of the charity, however, must never disclose details of an incident.

5.3 Handling commercially sensitive information

- 5.3.1 Magpas Air Ambulance employees are not to publish or post any information that is considered confidential or commercially sensitive. Confidential information includes details that would allow identification of a patient or supporter without their consent; high profile incidents or those involving celebrities; news that has not yet been announced; projects or research Magpas Air Ambulance is working on which have not yet been announced; or financial, personnel or supplier information. If there are questions about what is considered confidential, team members should check with their line manager.
- 5.4 Incident reporting
- 5.4.1 Accurate and suitable information regarding incidents is recorded and vetted before putting out into the public domain. The marketing and communications team is responsible for ensuring the accuracy of all information that is released to the media. **Sharing details of incidents on any platforms that have not been through this process is not permitted.**
- 5.5 Staying safe
- 5.5.1 Team members must consider personal boundaries between their work and private life when using personal social media accounts to represent the charity. Personal accounts should not be used to further develop professional relationships with supporters, patients or volunteers—these communications should take place over email, phone and in person, where employees are more easily protected by the organization.
- 5.5.2 If a team member feels that an official social media presence is necessary to support their role in terms of engagement with the wider community, they should contact the marketing and communications team for further guidance.
- 5.5.3 The safety and privacy of our team is of utmost importance to Magpas Air Ambulance. No individual should tolerate any kind of abuse or harassment while using social media to represent the charity. Any concerns should be immediately raised with the team member's line manager.
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Appendix 1

Official Magpas Air Ambulance social media output on owned accounts

Guidance in this section applies to the official Magpas Air Ambulance platforms, where content is exclusively produced and monitored by the marketing and communications team

Official Magpas Air Ambulance social media platforms currently include:

- Facebook: facebook.com/MagpasAirAmbulance
- Twitter: twitter.com/Magpas_Charity
- Instagram: instagram.com/magpasairambulance
- LinkedIn: linkedin.com/company/magpas

Official platform contacts

Content shared to these accounts may only be published by a member of the marketing and communications team. As official output on behalf of the organisation, all content must be consistent with the charity's brand, mission and values, reflecting and focusing on areas relevant to the industry and avoiding personal interests or unrelated issues.

These accounts are monitored seven days a week, and posts are shared both scheduled in advance, and live in the moment when engaging content occurs. If any employee wishes to raise a concern or question regarding Magpas Air Ambulance's social media presence, a member of the marketing and communications team may be contacted during working hours, or the PR phone may be contacted out of hours for matters requiring urgent attention.

Incident reporting

If the Magpas Air Ambulance medical team is tasked to a major incident, the marketing and communications team will deal with and communicate any appropriate incident details.

Sourcing content

Photos and captions can be emailed/text directly to a member of the marketing and communications team, the PR phone (07481 771271) or to marketing@magpas.org.uk.

If an employee would like social media coverage of a live event outside of work hours, the following steps should be taken in advance to give the team notice:

1. As soon as an employee identifies a future event that they would like covered on social media, they should contact the marketing and communications team with the date/time/details of the event.
2. A member of the team will follow up with the employee to discuss details—the PR phone is covered 24/7 and rotated between the team every two weeks, so whichever team member is on PR phone duty at the time of the event will pick up the request.
3. The week prior to the event, the team member and the employee requesting coverage will meet to discuss expectations for the social media coverage:
 - a. Social media 'lives' are discouraged; however, Instagram stories may potentially be used if appropriate (at the discretion of the marketing and communications team)
 - b. Instagram/Facebook/Twitter/LinkedIn posts (one per platform) may be available to cover the event – the marketing and communications team will advise on the best platform(s) for the event type
4. On the day of the event, previously agreed content should be sent to the PR phone:
 - a. Any potential photos/videos
 - b. A caption/summary of the event. The team will support with copyediting/proofreading, but details of the event/the contents of the photos and videos should be provided in as much detail as possible to help produce the best caption.

Appendix 2

Social media guidelines for affiliated employee accounts

*Guidance in this section applies to employees and representatives of Magpas Air Ambulance **who need to identify themselves** on a social platform as a Magpas-affiliated spokesperson as part of their job role*

Magpas Air Ambulance employees, particularly those within the fundraising and marketing teams, may be asked to create a social media account for the sole purpose of promoting fundraising activities and events, and for communicating with supporters. These accounts are used to separate work activity from their personal accounts and to protect their privacy.

The marketing manager oversees all such accounts and will direct team members as to how they should be set up. Only social media accounts set up as part of an official job role should use 'Magpas' as part of the profile name.

To distinguish between the official views of the organisation and that of an individual, you should make clear that the views expressed are personal, and not those of the charity. This can be achieved on an individual discussion basis, or by use of a covering statement in a social media profile bio, such as *"Opinions expressed are solely my own and do not express the views or opinions of my employer."*

Once the charity affiliation has been tied to an account, employees must take extra care that their account is representative of the way they would conduct themselves in a professional workplace. As such, account holders will be given additional training and guidance by the marketing and communications team.

Content on these profiles is not owned by Magpas Air Ambulance, may not be linked to or trailed by Magpas Air Ambulance as official output, and should not purport to come from Magpas Air Ambulance as an official statement or comment. **We cannot, however, guarantee that the media know this—anything said online could technically be taken out of context as an official quote or statement from the charity, so extra care must be taken. It is for this reason that controls are in place over the set up and use of these accounts.**

Best practice and content advice

- **Be yourself**

The supporters, volunteers and corporate representatives connecting with you on your official Magpas Air Ambulance-affiliated social media platforms are used to speaking with you in person, or over the phone. Find the right balance—while you are encouraged to communicate in a personable way, as though having a conversation, comments and discussions on a digital platform are there to be re-read repeatedly. The suggested tone is to strike somewhere between a written email and an in-person conversation.

- **Stay on brand**

Team members are encouraged to refer to the Magpas Air Ambulance Brand Guidelines and accompanying documents, including the in-house writing style guide, to ensure tone, messaging and grammar are consistent with the charity voice and brand.

- **Quality matters**

Proofread your content carefully. It only takes an extra minute to re-read a comment or post before publishing, and the extra glance back at your content may be all that was needed to catch typos or grammatical errors. You are a representative of the charity on these platforms, and maintaining a professional presence is key.

- **Produce engaging and relevant content**

These kinds of platforms are ideal for the promotion of Magpas Air Ambulance, and of charity fundraising and events. Engaging content ideas include:

- Sharing of the posts on the official Magpas Air Ambulance page to enhance official charity account engagement
- News announcements of upcoming events, sharing details and encouraging attendance
- Promotion of charity fundraising initiatives, including upcoming challenges or individual giving opportunities such as raffles and lotteries
- 'Shout-outs' for corporate supporters, tagging other businesses to recognize their support of the charity and therefore encouraging them to do the same on their profiles/re-share for their followers to see
- Updates, photos and stories from successful events or challenges

- **Stay professional and consider your audience**

Content published to official Magpas Air Ambulance-affiliated accounts should be professional and relevant to the work of the charity. If a conversation would be considered inappropriate in the office in the presence of colleagues, volunteers or corporate clients, then it should not take place on a Magpas Air Ambulance-affiliated profile.

Focus on subjects that are charity related. Topics that should be avoided include, but are not limited to:

- Personal topics that have no relevance to the charity
 - Opinions or sharing of posts that are related to potentially controversial/divisive topics, including politics/race/religion
 - Swearing or inappropriate language
 - Mentions of alcohol, drugs or criminal activities
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Appendix 3

Guidance and tips for the use of personal social media accounts

Guidance in this section applies to all employees and representatives of Magpas Air Ambulance

- **Be respectful**

Respect your audience. Remember that your professional and personal networks may reflect a diverse set of customs, values and points of view. Be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics and religion.

Use your best judgment and be sure to make it clear that the views and opinions expressed are your own.

- **Balance speed and accuracy**

Being relevant to what is happening in the moment is one of the benefits of social media; however, this also needs to be balanced with producing accurate and effective posts. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

- **Be factual**

If you see misrepresentations made about Magpas Air Ambulance, or the medical/air ambulance industry in general, by media, analysts or bloggers, you may wish to use your platform to point that out.

Always do so with respect, stick to the facts and identify your appropriate affiliation to Magpas Air Ambulance. Sometimes it may be beneficial to see what other comments are being made first.

- **Use your best judgment**

If you are about to publish something related to the charity or industry that makes you even the slightest bit uncomfortable, consider why that is. If you are still unsure, discuss it with your manager, a member of the Executive Leadership Team or the marketing and communications team before taking any action.

If you encounter a situation while using social media that threatens to become antagonistic, disengage from the dialogue in a polite manner. Ultimately, you have sole responsibility for what you post to your social media platforms or publish in any form of online media.

- **Respect permissions, copyright and consent**

All social media users must be respectful of copyright law and ensure they have the relevant permissions when posting images or videos of people, or materials such as third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Patients, employees, supporters or other stakeholders should not be cited or obviously referenced without their approval. Never identify a patient, employee, supporter or stakeholders by name without their consent.

- **Report press/media attention**

Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should always refer these enquiries to the marketing and communications team.

Appendix 4

Magpas Air Ambulance image guidelines

The cameras on most mobile phones can produce high-quality photographs, providing a few simple steps and principles are followed:

1. **Clean the lens**

Mobile phones spend a lot of time in our hands and pockets, and the camera lens can easily collect dust that impacts the quality photos. Try getting into the habit of wiping a gentle cloth, or even your sleeve/clothing, over the lens before taking a photo—it can make the world of difference between a high-quality shot and a blurry one.

2. **Focus on faces and people**

Our staff, clinicians, patients, volunteers and supporters are the essence of our charity, and people want to see them. When capturing images at an event, focus on faces and people and not empty surroundings. The most impactful photos on our social media feeds are those that give our followers the opportunity to connect with those behind the screen.

3. **Represent the brand**

If taking photos at an event or within a space where Magpas Air Ambulance branding is visible—capture it. A nod to our official logos and brand colours seen within the background or on clothing goes a long way to help promote our brand and the work that we do.

4. **Set the focus**

While most phones will automatically focus on the main subject of an image, sometimes the camera lens needs a nudge in the right direction. A simple tap on the subject of the photo before hitting the capture button will help ensure the focus is on the right place.

5. **Try out portrait mode**

Most phone cameras these days offer a 'portrait' mode, which uses depth-effect software to keep your foreground subject sharp while blurring the background—mimicking the effect captured on a photo taken on a high-functioning SLR camera. When taking a photo of a person, or a small group of people, give portrait mode a try—but also try capturing one photo using the 'normal' mode too, just to cover all bases.

6. **Use burst mode for action-packed shots**

If you are capturing a photo of moving subjects, check to see if your phone has a 'burst' mode—this will enable you to hold down the shutter button to capture a series of photos in quick succession and choose your favourite one.

7. **Keep it steady**

Try and minimise hand shake to avoid blurry photos, especially in low lighting.

8. **Find the best light**

Always move to brighter lighting where possible. Outdoor lighting is always preferable, and indoor artificial lighting is often sufficient otherwise. Try to avoid backlight, where your subject is positioned in front of a light source—often a quick turn to a different angle or different corner of a room can fix difficult lighting sources. Try to avoid using the flash on your phone's camera as much as possible, as this often creates dull or flat-looking photos.

9. **Minimise use of zoom**

While zooming in on your phone camera might seem convenient, it will often only serve to magnify image imperfections and noise. Most zoom functions use digital zoom, which simply crops the image to magnify the subject—not actually getting you closer to the subject, but just removing pixels. You can get much better results by walking toward your subject.