

ST JOHN AMBULANCE (NSW)

Social Media Guidelines (Youth)

October 2021



ST JOHN NSW VALUES

Our values define who we are. They guide our actions and behaviour. They influence the way we work with each other, our customers and communities.



RESPECT

We are ambassadors for St John. We are respected for the work that we do and the way that we do it. We recognise our strength comes from our diversity. We have the courage to be authentic and true.



INTEGRITY

We do the right thing. We are honest and trustworthy. We are accountable for our actions and take ownership of our shared goals. We are there when you need us. You can depend on us.



LEADERSHIP

We are the custodians of our future. We enable our teams to grow and succeed. We lead by example and learn from our mistakes. Our passion and commitment engage and inspire.



COMMUNICATION

We are sincere in our voice and actions. We share ideas and listen to each other, our customers and community. We are open and transparent in all that we do.



COLLABORATION

We work best when we work together. We care for our colleagues and our community. We take initiative, generate new ideas and embrace change. We share success. Together we can make a difference.

Introduction

Social media is a great way for our members and communities to connect, educate, celebrate, and collaborate on projects and events; but we also need to understand that social media can be misused, and it can cause problems for our members and the St John NSW brand.

This policy will ensure that our children and young people understand;

- Respect, Representation and Responsibility when using social media
- How St John NSW expects our young people to behave on Social Media
- How to use social media appropriately (in their St John role and in personal use)
- The consequences of misusing social media

In addition to this document we have a Social Media Policy designed to protect St John NSW staff, volunteers, the brand, and the community in which we work. Our Social Media Policy can be found on our Members Website

What do we consider Social Media?

Social media refers to any program or tool where you can create or exchange content over the internet. Social media may include but is not limited to:

- Social networking sites e.g. Facebook, Myspace, LinkedIn, Yammer, Google+
- Video and photo sharing websites e.g. Flickr, YouTube, Instagram, Vimeo, Snapchat
- Blogs, including weblogs, corporate blogs and personal blogs
- Blogs hosted by media outlets, for example, 'comments' or 'you say'
- Micro-blogging, for example Twitter
- Forums, discussion boards and groups, for example Google groups, Whirlpool
- Vod and podcasting
- Online multiplayer gaming platforms, for example World of Warcraft
- Instant messaging including SMS, 'WhatsApp'
- Online encyclopaedias such as Wikipedia
- Any Chats used either on a mobile phone or online



Requirements

The Three R's

Respect

As a youth member you represent the St John brand, which means you must behave respectfully.

Don't forget that your behaviour effects how both St John's brand and you as a person looks (your reputation).

Make sure that when you use social media you:

- Behave in a way that reflects our St John values
- Protect the reputation of the organisation
- Are respectful and polite, even when disagreeing with someone or something (No personal attacks)
- Make sure that anything you post is factually correct
- Follow our policies such as confidentiality and disclosure.



Check with a leader if you are unsure of what is (and isn't) able to be posted!

Representation

When using social media, remember that you are representing the brand and yourself!

All St John NSW members are required to:

- Only share information that is already publicly available
- Make it clear that your opinions are not the opinions of St John NSW.
- Do not use the identity of another St John NSW member
- If you refer to any St John NSW people, products, services, competitors or other related organisations, identify yourself as a St John NSW Member.
- Make sure that they do not reveal any confidential information (including information about other staff or volunteers.)



Responsibility

As a youth member of St John NSW, you should act responsibly when posting, sharing and engaging in online activities.

Remember that (in addition to the above);

- You follow the:
 - St John NSW Privacy Policy*
 - St John NSW Values and Behaviour Statement*
 - Member Behaviour Policy* and
 - Brand Guidelines (www.one.stjohnnsw.com.au).
- You do not reveal other people's personal information (including personal details of patients and other St John NSW members)
- Understand what your privacy settings are on your social media accounts. Some default settings mean that your profile can be viewed publicly by anyone
- You do not post anything that:
 - Is threatening, harassing, offensive, hateful or hurtful
 - Negatively impacts on St John NSW, a St John Member or any other organisation and person involved with St John NSW

*Documents can be found on the member's web (<https://www.stjohnmembers.com.au>) under 'Policies, Procedures & Forms' in the People, Performance and Culture Business Unit

Using Social Media

Consent and Approvals

There are some things that need official approval before you are allowed to post them.

These include:

- Creating social media accounts in St John's name
- Recommending services or products that are not from St John Ambulance (NSW) and,
- Photos, videos and any other content that includes or involves other members (especially juniors and cadets)



Who can give me consent or approval?

When creating any new social media accounts, you must receive approval from the CEO St John NSW.

Approval (in writing) is needed from the GM Sales, Services and Marketing for any recommendations of products or services that are not provided by St John.

Before you share any information, photos or videos make sure that you have the received consent from any people included. This includes gaining consent prior to tagging members with their personal social media accounts.

You can ask the person directly, or sometimes you will have to ask your divisional leaders for official consent. (They have a record of your signed form from when you first joined St John NSW)

T.H.I.N.K before you post

T – Is it true?

H – Is it helpful?

I – Is it inspiring?

N – Is it necessary?

K – Is it kind?



Remember the following when you post something on a St John site that can be seen by the general public:

- Comments posted online are available immediately to a wide audience.
- Material posted online can last forever and may be copied over and over.
- Others may misunderstand material posted or use it for a different purpose than what you wanted.
- Anything posted that is hurtful or negative may damage the public image of St John.
- Anything posted by someone can be traced back to them and used to identify them (even if you exclude your name)

It is never acceptable for members to

- Post or share any photos, videos or other graphic material, or information about patient incidents and/or death.
- Post or share any photos, videos or other graphic material involving members without getting their consent first.
- Recommend products or services that are not provided by St John (unless they have received appropriate consent).
- Establish a social media account using the St John brand or name without having first received permission from the CEO St John NSW.

Consequences

St John NSW is able to ignore, block or delete posts and users for any reason to protect the organisation, members and the brand.

Members who do not follow the requirements of the social media policy may be punished and could lose their St John membership.

All reports of concerns about online material relating to members or St John NSW will be looked into.

Serious matters may also be referred to NSW Police.

What if I am concerned about something someone has posted?

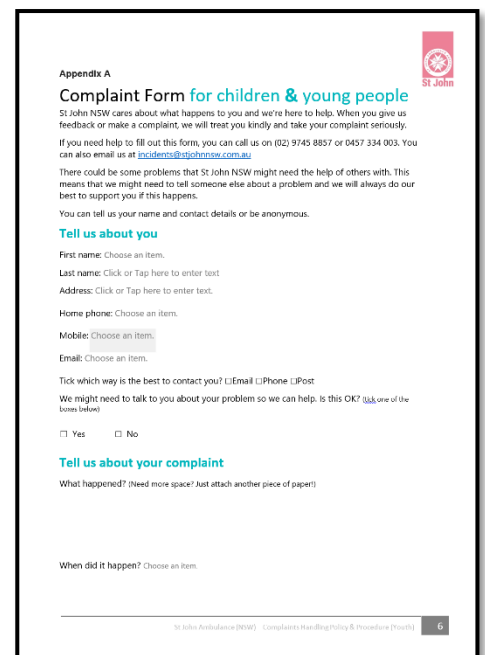
If you have seen, or know of someone who has misused social media in relation to St John Ambulance NSW, please inform one of your divisional volunteer leaders.

Alternatively, you have the option of placing an anonymous complaint through our Complaints Form.

Our complaints handling process for youth, and complaint form for children and young people can be found on the members website www.stjohnmembers.com.au/

Questions

Read our Social Media Policy on the members' website or contact the Marketing Team at marketing@stjohnnsw.com.au



The image shows a screenshot of a digital complaint form titled "Complaint Form for children & young people". The form is for St John Ambulance NSW and includes the following sections:

- Appendix A**
- Complaint Form for children & young people**
- Introduction: "St John NSW cares about what happens to you and we're here to help. When you give us feedback or make a complaint, we will treat you kindly and take your complaint seriously." It provides contact numbers (02) 9749 8857 or 0457 334 003 and an email address: incidents@stjohnnsw.com.au.
- Statement: "There could be some problems that St John NSW might need the help of others with. This means that we might need to tell someone else about a problem and we will always do our best to support you if this happens." It asks if the user can provide their name and contact details or be anonymous.
- Tell us about you**
- Fields: "First name: Choose an item", "Last name: Click or Tap here to enter text", "Address: Click or Tap here to enter text", "Home phone: Choose an item", "Mobile: Choose an item", "Email: Choose an item".
- Question: "Tick which way is the best to contact you?" with options for Email, Phone, and Post.
- Question: "We might need to talk to you about your problem so we can help. Is this OK?" with a "link one of the boxes below" and radio buttons for Yes and No.
- Tell us about your complaint**
- Text: "What happened? (Need more space? Just attach another piece of paper!)"
- Field: "When did it happen? Choose an item."
- Footer: "St John Ambulance (NSW) - Complaints Handling Policy & Procedure (Private)" and a page number "6".



ST JOHN AMBULANCE (NSW)

WEBSITE

www.stjohnnsw.com.au

CONTACT

1300 St John (78 5646)

ADDRESS

9 Deane Street, Burwood
NSW 2134