



SOCIAL MEDIA HOUSE RULES

North West Ambulance Service NHS Trust's social media accounts are managed by the Communications Team on behalf of colleagues across the organisation.

Please note that we are unable to offer medical advice or diagnoses on social media. If you, a friend or family member are feeling unwell, consider advice from [NHS Choices](#), call NHS 111, visit your pharmacy, GP, urgent care centre or, in emergencies, visit an emergency department or call 999.

We use the following social media platforms to communicate with patients, the public and the media:

- Twitter - [@NWAmbulance](#), you can also follow our Chief Executive Bob Williams - [@NWAmb_CEO](#)
- Facebook - [/nwasofficial](#)
- YouTube - [/northwestambulance](#).

Availability

Our social media accounts are monitored during office hours: 09:00 – 17:00, Monday – Friday, excluding public holidays. Occasionally we may cover events outside of these hours.

Content

We aim to share content which promotes the fantastic work our staff carry out on behalf of the organisation or adds to any debate or topic we are involved in.

Our social media content will cover some or all of the following

- warning and informing messages
- updates in event of a large scale or major incident
- content, including photos and videos, about our Services, our staff, health campaigns and other news.
- content from organisations we follow, such as other NHS organisations, emergency services and public sector organisations
- information on public health topics and campaigns
- occasional live coverage of events
- occasional live tweetathons and Q&A sessions with members of our staff.

By sharing other social media users' content, we do not endorse the information or others' views of that organisation or individual.

Any information we post will comply with patient confidentiality rules.

Our followers can expect between 10 – 25 tweets a week and we will update our Facebook page around five - eight times a week. This may increase if we host a tweetathon or in the case of a major incident, for example.

We may use some scheduling tools to help us ensure content is spread across the week.



North West Ambulance Service



NHS Trust

Talking with us online

We welcome opinions, feedback and ideas from all our followers. We hope that you find our accounts interesting and encourage you to discuss our content, ask questions and post your opinions. Before posting, please bear in mind that our pages are open to all members of the public, including children, families and our staff.

We read all comments to and about us on social media platforms and ensure that any emerging themes or helpful suggestions are passed to relevant people in the organisation. However, we may not be able to reply individually to all the messages we receive.

We welcome feedback, both positive and negative, but ask that all comments are respectful and relevant to North West Ambulance Service and our staff. The profanity setting on our Facebook page is set to 'high' which means any posts containing bad language will automatically be hidden from public view. **Any posts that are perceived by the Communications Team to be offensive will be removed and you may be banned / blocked from commenting on our sites.**

Anyone posting a complaint or concern will be directed to the relevant contact within the organisation with the ability to investigate the situation. The social media team has limited access to incident information and, therefore, cannot investigate concerns directly.

We receive many questions about our job vacancies and careers in the ambulance service. Please refer to our webpages and the [NHS jobs](#) site in the first instance. Alternatively contact our recruitment team.

When we reply to questions we may ask for an email address, or reply in more than one post, in order to give a full response outside of the character limits on some social media sites such as Twitter.

We cannot engage on issues of party politics and do not routinely share or endorse charity or fundraising posts.

Staff comments

We encourage our staff to contribute to our social media sites in a positive manner.

Grievances from staff should not be raised online but internally via line managers. Any grievances posted by staff may be removed and referred to the relevant internal colleague.

Our staff should refer to the Trust's social media policy.

If you have any questions regarding our house rules, contact us at press.office@nwas.nhs.uk.