



Newsletter: 548/2018
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Contact: Your HSU Organiser



ADHSU's approach to traditional and social media

We've had a number of newer members contact us regarding our approach to representing paramedics and other ambulance staff in external communications. We've put this newsletter together that clearly outlines the strict guidelines we continue to adhere to (please also see the final paragraph of this [newsletter](#) we sent out in 2017 – the last time this happened).

ADHSU has set strict guidelines regarding information that we post on Social Media and release to the mainstream media.

1. We do NOT promote or comment on incidents involving the deceased. This has an adverse effect on the friends and family of the deceased and the attending paramedics. We will not intrude into grief.
2. We double check ALL facts before posting on social media or making comment to mainstream media. If we cannot verify our information from two sources, we will not use it. If we are unsure of particular facts, we inform the journalist who can either check the facts with government before publishing or accept that we will only speak in generalities about the issue.
3. We do not race bait or otherwise 'dog whistle' as a means to get a story stronger coverage. ADHSU believes in unity across working people and will use not language that divides, including across race and religion.
4. We have advised NSW Ambulance and the Government that we will freely retract any statement that we make if they can prove it to be untrue. We have never had to retract a media comment or Facebook post due to inaccuracies.

The public correctly holds paramedics in high regard including as the most trusted profession. ADHSU will not risk that trust by being reckless with facts.

Additionally, as a culturally diverse Union we have requested the NSW Ambulance to reach out to the broader Bankstown community and assure them of the professional and caring response they will get from paramedics, regardless of culture, religion, sexual orientation and gender.

We expect government representatives to also approach Ambulance public comment, or response to our assertions, in an honest and transparent way, unfortunately there are many occasions where this has not been the case.

We trust this newsletter settles the matter for our members, we are reluctant to discuss this matter further.

In unity,

Gerard Hayes
Secretary, HSU NSW/ACT/QLD