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SO YOUNG. SO FIT. SO ACTIVE... **SO SUDDEN.**

CRY Ireland Social Media Policy

In order to avoid any problems or misunderstandings, here are some guidelines to provide helpful and practical advice for you when operating on the internet as an identifiable part of CRY Ireland and its brand. As an employee and representative of CRY Ireland, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- Be respectful to all; No hate speech, No confidential employee or company info, etc.
- Don't cite or reference clients, partners or suppliers without their approval - **When you do make a reference, where possible, link back to the source.**
- **Please respect copyright.** If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Be respectful and professional to fellow employees, business partners, competitors and patients.
- Have you posted something that just wasn't true – **Be the first to respond to your own mistake.**
- It is important to always appear professional, courteous and show concern to the social media audience when dealing with issues, complaints or negativity.
- **Common sense** is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, **review it.**
- Please remember that the internet never forget - This means **everything** you publish will be visible to the world for a very, very long time.
- It is important to always appear professional, courteous and show concern to the social media audience when dealing with issues, complaints, or negativity.

Requests for posts to be made must be forwarded to info@cry.ie by email in good time.

This policy will be reviewed once per year. All employees will be provided with access to a copy.

Our official social media sites are monitored Monday to Friday 9am to 5pm. We will not reply to every individual question or comment but will usually reply to a theme that emerges based on comments received. Individual enquiries can be dealt with by emailing info@cry.ie.