

Port Sorell Medical Centre

Social Media Policy

Current as of: 15th

Name of social media officer: Michelle Carter in conjunction with the Practice Manager, Noleen Davey.

Introduction

This policy provides guidance for members of the practice on using social media internally and externally. The policy helps identify and mitigate risks associated with social media use.

Definition

For the purposes of this policy, 'social media' is online social networks used to disseminate information through online interaction. This policy must be broadly applied to all forms of social media; these include but are not restricted to Facebook, Twitter, LinkedIn, Share, Blogging, Messenger, message boards, chatrooms, electronic newsletters, online forums, social networking sites and wikis.

Purpose

Regardless of whether social media is used for business-related activity or for personal reasons, the following standards apply to members of our practice team including general practitioners, nursing staff, receptions/administration staff, and cleaning staff. Practitioners and team members are legally responsible for their online activities and posts. Practitioners and team members may be subject to liability and disciplinary actions, including termination of employment or contract, if their posts are found to be in breach of this policy.

Use of practice social media accounts

The practice will appoint a staff member as a social media officer responsible for managing and monitoring the practice's social media accounts. All posts on the practice's social media website must be approved by the Practice Manager. All members of our practice team must obtain the relevant approval from our social media officer prior to posting any public representation of the practice on social media websites. The practice reserves the right to remove any content at its own discretion.

Staff conduct on social media

When using the practice's social media, all members of our practice team will not:

- Post any material that:
- Is unlawful, threatening, defamatory, pornographic, inflammatory, menacing, or offensive
- Infringes or breaches another person's rights (including intellectual property rights) or privacy, or misuses the practices or another person's confidential information (e.g. do not submit confidential information relating to our patients, personal information of staff, or information concerning the practice's business operations that have not been made public)
- Is materially damaging or could be materially damaging to the practice's reputation or image, or another individual
- Is in breach of any of the practice's policies or procedures
- Use social media to send unsolicited commercial electronic messages, or solicit other users to buy or sell products or services or donate money
- Impersonate another person or entity (for example, by pretending to be someone else or another practice employee or other participant when you submit a contribution to social media) or by using another's registration identifier without permission

- Tamper with, hinder the operation of, or make unauthorised changes to the social media sites
- Knowingly transmit any virus or other disabling feature to or via the practice's social media account, or use in any email to a third party, or the social media site
- Attempt to do or permit another person to do any of these things:
- Claim or imply that you are speaking on the practice's behalf, unless you are authorised to do so
- Disclose any information that is confidential or proprietary to the practice, or to any third party that has disclosed information to the practice
- Be defamatory, harassing, or in violation of any other applicable law
- Include confidential or copyrighted information (e.g. music, videos, text belonging to third parties), and
- Violate any other applicable policy of the practice.

Monitoring social media sites

The practice's social media channels are part of our customer service and should be monitored and dealt with regularly. Any social media must be monitored in accordance with the practice's current policies on the use of internet, email, and computers.

The practice's social media officer is to review and update social media content on a regular basis. This will be on a weekly basis to review content, and weekly to monthly basis for uploading new content. All complaints or questions will be responded to appropriately within this period.

Testimonials

Our practice complies with the Australian Health Practitioner Regulation Agency (AHPRA) national law and takes reasonable steps to remove testimonials that advertise our services (which may include comments about the practitioners themselves). Our practice is not responsible for removing (or trying to have removed) unsolicited testimonials published on a website or in social media over which we do not have control.

Personal social media use

Staff are free to personally engage in social media outside of work hours if their actions do not have the potential to bring the practice into disrepute. Employees may not represent personal views expressed as those of this practice.

Any social media posts by members of our practice team on their personal social media platforms should:

- Include the following disclaimer example in a reasonably prominent place if they are identifying themselves as an employee of the practice on any posting: *'The views expressed in this post are mine and do not reflect the views of the practice/business/committees/boards that I am a member of'*, and
- Respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.

Breach of policy

All social media activities internally and externally of the practice must be in line with this policy.

Policy review statement

This policy is reviewed regularly to ensure it is up to date with changes in social media or relevant legislation. In the case of amendments, the practice team will be updated by the means of Practice Hub notifications to review and acknowledge amendments.

Disclaimer

The 'Social media policy template for general practices' is intended for use as a guide of a general nature only and may or may not be relevant to your particular practices or circumstances. The Royal Australian College of General Practitioners (RACGP) has used its best endeavours to ensure the template is adapted for general practice to address current and anticipated future social media requirements. Persons adopting or implementing its procedures or recommendations should exercise their own independent skill or judgement, or seek appropriate professional advice. While the template is directed to general practice, it does not ensure compliance with any privacy laws, and cannot of itself guarantee discharge of the duty of care owed to patients. Accordingly, the RACGP disclaims all liability (including negligence) to any users of the information contained in this template for any loss or damage (consequential or otherwise), cost or expense incurred or arising by reason of reliance on the template in any manner.

© The Royal Australian College of General Practitioners 2019

This resource is provided under licence by the RACGP. Full terms are available at www.racgp.org.au/usage/licence

We acknowledge the Traditional Custodians of the lands and seas on which we work and live, and pay our respects to Elders, past, present and future.

20712