



forster tuncurry medical centre

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# SOCIAL MEDIA POLICY

JANUARY 2021

# **Social Media Policy**

This policy governs the publication of and commentary on social media websites by employees and members of Forster Tuncurry Medical Centre.

For the purpose of this policy, social media includes any facility for online publication and commentary including, but not limited to:

- Social networks; such as Facebook and Twitter
- Professional networks; such as LinkedIn
- Video and photo sharing sites; such as YouTube, Instagram and Flickr
- Social bookmarking sites; such as Digg and Delicious
- Blogs
- Forums and discussion boards; such as Yahoo! Groups
- Online encyclopedias such as Wikipedia

This policy is in addition to and complements any existing or future policies regarding the use of technology generally such as computers, email and the internet.

## **Purpose**

1. Forster Tuncurry Medical Centre recognizes the importance of social media in shaping public thinking about the organisation. Forster Tuncurry Medical Centre also recognizes the importance of our employees and members participating in, and helping to shape, industry conversation and direction through involvement in social media. Forster Tuncurry Medical Centre encourages our employees and members to interact knowledgeably, socially, and responsibly on social media sites and the wider internet.
2. To ensure that all employees and members understand their responsibilities to the organisation when participating in social media, the following guidelines have been established. No policy can lay down rules to cover every possible situation. Instead, it is designed to express Forster Tuncurry Medical Centre's philosophy and set forth general principles when using social media.
3. Forster Tuncurry Medical Centre employees are free to publish or comment via social media in accordance with this policy. Forster Tuncurry Medical Centre employees are subject to this policy to the extent that they identify themselves as an Forster Tuncurry Medical Centre employee.

## Principles and Standards

### Prohibited communications

In line with Forster Tuncurry Medical Centre policy and expectations of the wider community, social media cannot be used for transmitting, retrieving, or storing any communication that is:

- Discriminatory or harassing
- Derogatory/defamatory to any individual or group
- Obscene, sexually explicit or pornographic in nature
- Engaged in for any purpose that is illegal
- Engaged in for any purpose that is contrary to Forster Tuncurry Medical Centre policy or Forster Tuncurry Medical Centre's interests

### Setting up and general use of social media

Forster Tuncurry Medical Centre members and staff may make use of social media *for Forster Tuncurry Medical Centre purposes* on the basis that:

- The social media presence has been authorised
- The member of staff engaging with social media is authorised (by the Practice Manager) to engage / comment on the issue in question
- Content is factually accurate
- Content does not fall under the prohibited communications listed above

Forster Tuncurry Medical Centre staff may make use of social media for *personal purposes* on the basis that:

- The engagement is not related to Forster Tuncurry Medical Centre, its products and services, its employees, its partners, its competitors and/ or health-care industry-related issues.
- If the engagement *is* related to Forster Tuncurry Medical Centre, its products and services, its employees, its partners, its competitors and/ or health-care industry-related issues, then the following principles apply:
  - Identify yourself as a Forster Tuncurry Medical Centre employee, and state that the views you express are your own personal views;
  - Disclose only information that is publicly available i.e. information that appears on the Forster Tuncurry Medical Centre website or in the published annual report;
  - Respect Forster Tuncurry Medical Centre's privacy and copyright policies;
  - Do not make use of Forster Tuncurry Medical Centre logos or images in your postings;
  - Content does not fall under the prohibited communications listed above

### **Responsibilities of Forster Tuncurry Medical Centre staff, members and directors**

Be aware of your responsibilities when you mix your work and personal lives:

- It is acceptable to use a personal account to comment on matters unrelated to work provided it does not interfere with your official duties.
- Using a private account will not excuse you from misconduct proceedings if you are identifiable as a Forster Tuncurry Medical Centre employee/member and are proven to engage in conduct that would otherwise amount to misconduct.
- Do not publish personal opinions on official social media accounts.
- Remember that your role within Forster Tuncurry Medical Centre creates an association between what you say online and the organisation itself.
- Do not list or cross-promote personal accounts on Forster Tuncurry Medical Centre platforms unless authorized.
- Be clear that your views are your own, when using your personal account.
- Be transparent and identify yourself when discussing Forster Tuncurry Medical Centre related topics
- Identify that you are an Forster Tuncurry Medical Centre employee, if you are publishing content in an official capacity as part of your work.
- You can only use an official Forster Tuncurry Medical Centre account if you are authorized to do so and it is part of your duties.
- As an identified Forster Tuncurry Medical Centre employee/member, your comments should be apolitical, impartial and professional.
- When commenting on Forster Tuncurry Medical Centre topics on a personal account be sure to make it clear that your views are your own.
- Always use your judgement when making private comments, particularly to ensure these comments cannot be misconstrued as official commentary.
- Consider what you say, before you say it
- If you're uncertain about something, don't publish!
  
- Make sure information is correct before you post and seek advice if in doubt - your professional credibility is inextricably linked to your online comments.
- If you are responding to a question that falls outside your area of expertise, seek advice from the appropriate area within the organisation.
- Use your discretion.
- Never publish information that should not be made public – always seek permission to publish content that isn't already in the public domain.

## Appropriate use guidelines

### Confidentiality:

You may not share information that is confidential about Forster Tuncurry Medical Centre, suppliers, employees or partners. Confidential information can include, but is not limited to, information about trademarks, future business deals, financial figures, company strategy, trade secrets and other information that has not been publicly released by Forster Tuncurry Medical Centre. If you are unsure as to whether information could be classified as confidential or not, speak with your Practice Manager before releasing the information.

### Privacy:

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Forster Tuncurry Medical Centre website. It is important to be mindful of your own personal privacy as well and not post any personal information that you do not wish to be publicly available. You also need to consider the privacy rights of other employees, members, partners and suppliers. Seek their permission when writing about or displaying internal Forster Tuncurry Medical Centre activities which may be considered a breach of privacy and confidentiality.

Social media by its nature can result in the disclosure of personal information in a public way. Privacy is one of the major concerns of those using social media and legal advice should be sought in relation to compliance with the information privacy law.

The Australian Privacy Principles must be applied at all times and referred to when necessary.

### Extent of access to your information:

Many people are unaware of just how easily accessible and durable their online information is. Even if using the most stringent privacy settings, information on social networking sites may still be widely available, including to various companies and search engines. And deleting information is not sure-fire protection – it is almost certainly still stored somewhere in cyberspace, and theoretically permanently accessible. If there is something that you really do not want some people to know about you, avoid putting it online at all. It is much harder to prevent other people posting information about you online (e.g. photos, videos). However, you can report inappropriate content to site administrators and request that it be removed.

### Honesty and accuracy:

When participating in social media forums on Forster Tuncurry Medical Centre's behalf, do not attempt to post blogs or other postings that attempt to hide the identity of the sender or represent the sender as someone else. Do not use pseudonyms, false screen names or anonymous postings. Be honest about who you are and do not say anything that is dishonest, untrue or misleading. Strive for accuracy and get the facts straight before posting them on social media. You should not make any statements that are contradictory or in conflict with the Forster Tuncurry Medical Centre website. If you see misrepresentations made about Forster Tuncurry Medical Centre you may respond with respect and with the facts but avoid arguments. If you make an error, correct the posting or remove it as soon as you become aware.

### Respect:

Forster Tuncurry Medical Centre requires that you show proper respect for Forster Tuncurry Medical Centre and our current and potential employees, doctors, partners and competitors. The public in general and Forster Tuncurry Medical Centre's doctors and employees represent a diverse set of customs, values and points of view and employees must be aware of this.

### Fair use:

Forster Tuncurry Medical Centre allows its employees to participate in social media under the guidelines of this policy, however all employees are expected to respect Forster Tuncurry Medical Centre's time whilst at work and not allow themselves to become excessively distracted from their expected duties.

## **Moderating social media**

Forster Tuncurry Medical Centre has a responsibility to moderate content or messages submitted through Social media applications to protect against issues like offensive language and behaviour that may breach service terms and conditions or the law.

Forster Tuncurry Medical Centre also has a responsibility to ensure social media is used genuinely, meaning that where users are enabled to publish content or comments they should not be edited where valid criticism or an alternate point of view (e.g. political or ideological) is expressed.

Forster Tuncurry Medical Centre will appoint a moderator to review comments either pre or post publication where moderation is possible (it is not possible to pre-moderate Facebook comments, for example). When using social media to seek online comment, Forster Tuncurry Medical Centre has an acceptable use policy that is clearly displayed on the Facebook site under House rules that makes it clear that:

- Contributions should be relevant, non-threatening, respectful of views of others, and avoid insulting, obscene and defamatory comment
- Where necessary, the moderator will remove any posts that do not comply with the acceptable use policy.

## Breach of Policy

Breach of this policy will be dealt with in accordance with the relevant Forster Tuncurry Medical Centre employment agreement and may lead to disciplinary action including possible termination of employment.

Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by Forster Tuncurry Medical Centre or concerned third parties.

All employees are responsible for the content they post on their personal social media accounts. Where an employee's personal use of social media contravenes one of the standards (above), then it may be appropriate for Forster Tuncurry Medical Centre to respond.

A breach of this policy by an employee may be handled in accordance with the relevant Forster Tuncurry Medical Centre agreement and policies, and may lead to disciplinary action.

## Approval

The **Practice Manager** is responsible for:

- approving the establishment of sites and has the authority to require shutdown of unused or unauthorised sites
- establishing a social media presence, and for authorizing those Forster Tuncurry Medical Centre staff who may post on the site
- ensuring content is accurate and complies with Forster Tuncurry Medical Centre policies relating to the information
- the accuracy of corporate information and content on authorised social media sites.
- protecting corporate systems from nuisance, ensuring system security and maintaining a site registry
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## Records

Records of sites established and authorised will be maintained by the Practice Manager.

## Agreement

All employees of Forster Tuncurry Medical Centre are required to sign the Forster Tuncurry Medical Centre "Social Media & Internet Use" agreement as acceptance of the Social Media Policy.