

# Social Media Policy



Intelligent Ageing

## 1. Introduction

Intelligent Ageing recognises that its employees, contractors and other team members require access the internet for the efficient and safe delivery of healthcare services to our patients. Intelligent Ageing supports the right of staff to have access to reasonable personal use of the internet in the workplace using the devices and networks provided by the practice.

## 2. Purpose and Objectives

This Policy sets out the guidelines for acceptable use of the internet and social media by the practice team, contractors and other staff of Intelligent Ageing. The internet and social media are used primarily to assist the team in carrying out their duties of employment.

## 3. Scope

The Social Media Policy applies to the practice team, contractors and other staff of Intelligent Ageing who access social media on practice-owned devices including, but not limited to, desk phones, smartphones, laptops, desktop computers, iPads and other tablet devices to perform their work.

Social media use is permitted and encouraged where this supports the goals and objectives of Intelligent Ageing. All practice team members, contractors and other staff must adhere to this policy.

Violation of this policy could result in legal and / or disciplinary action, termination of employment, or the relevant practice team member, contractor or other staff being held personally liable for damages caused by any violations of this policy.

All employees are required to confirm they have understood and agree to abide by this Policy.

## 4. Social Media Use

### 4.1. Policy

'Social Media' is defined as online social networks used to disseminate information through online interactions.

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. Practitioners and team members are legally responsible for their posting on-line. Practitioners and team members may be subject to liability and disciplinary action including termination of employment or contract if their posts are found to be in breach of this Policy.

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## 4.2. Procedure

Our practice has appointed Dr Jan Knight as our social media officer with designated responsibility to manage and monitor the practice's social media account. She is assisted in this by Isabelle Cherry, a consultant who undertakes work for the practice as needed. All posts on the practice's social media websites must be approved by Dr Knight.

When using the practice's social media, members of the 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 practice's or another person's confidential information (eg. 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); or
  - Is in breach or 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 (eg. By pretending to be someone else or another practice employee or other participant when you submit a contribution to social media) or be 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 to 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; or
  - 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 (eg. Music, videos, text belonging to third parties).
- Violate any other applicable policy of the practice.

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.

Any social media must be monitored in accordance with the practice's current policies on the use of the internet, email and computers.

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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.

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.”*
- Respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.
- Avoid including any content that is defamatory, harassing or discriminatory in nature.

The internal and external social media activities of the practice must be in line with this Policy.

## **Policy Review Statement**

This Policy will be reviewed regularly to ensure it reflects the current processes and procedures of Intelligent Ageing and current legislation requirements.