

Social Media Use Policy

SCOPE

This policy applies to all GPs and practice staff of Box Hill Superclinic.

AUTHORISED BY

Practice Principals

PURPOSE

This policy defines the rules for each GP and practice staff when engaging in social collaboration, regardless of toolset, forum or medium.

BACKGROUND

Box Hill Superclinic recognises all GPs and practice staff use social media and that the lines between work and home are becoming increasingly difficult to identify with the use of mobile devices.

GPs and practice staff are personally responsible for the content they publish in a personal or professional capacity on any social media platform. This policy applies to all GPs and practice staff, honorary appointments, volunteers, trainees and students.

This policy does not apply to staff members' personal use of social media platforms where they make **no real or perceived** reference to Box Hill Superclinic, its staff, its clients, services, business partners, government, suppliers or other stakeholders.

DEFINITIONS

SOCIAL MEDIA

Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. People use social media to talk, participate, share, network and bookmark online. Social media can include text, audio, video, images, podcasts and other multi-media communications, and is also known as Social Networking. Social media includes, but is not limited to:

- Email
- Social networking sites (Facebook, Twitter, LinkedIn)
- Video and photo sharing (Flickr, YouTube)
- Blogs, including personal and corporate blogs
- Micro-blogging
- Online forums and discussion boards
- Wikis (Wikipedia)
- Podcasting

PRACTICE STAFF

In this policy, practice staff include permanent staff and executives, contractors, temporary staff, trainees and students on placements.

PRACTICE

In this policy, 'the practice' may be used interchangeably with the employers trading name: Box Hill Superclinic.

POLICY

Where an GP or staff member's comments or profile can identify them as a Box Hill Superclinic employee, that GP or practice staff:

- Must ensure any online communication is consistent with Box Hill Superclinic's Code of Conduct, values, policies and applicable laws.
- Write on all postings that the stated views are your own and are not those of Box Hill Superclinic.
- Must not imply you are authorised to speak as a representative of Box Hill Superclinic.
- Must not make any comment or post any material that might otherwise cause damage to Box Hill Superclinic's reputation or bring it into disrepute.
- Must not post material includes confidential/proprietary information or trade secrets, or information that is offensive, obscene, defamatory, libellous, threatening, harassing, bullying, discriminatory, hateful, racist, or sexist.
- Must not use any Box Hill Superclinic logos or insignia without written permission from the Practice Principals.
- Can only disclose and discuss publicly available information.
- Must adhere to the Terms of Use of the relevant social media platform, as well as copyright, privacy, defamation, contempt of court, discrimination and other applicable laws, and Box Hill Superclinic's Privacy of Health Records and Personal Information policies.

COMPLIANCE

Box Hill Superclinic reserves the right to initiate action against any GP or staff member, in accordance with the organisation's Disciplinary Procedure, who uses social media in a manner that could be considered inappropriate or not consistent with this policy or any other Box Hill Superclinic policy.

Management will consider the nature and severity of the post, the source of the post, whether Box Hill Superclinic was named, if the post is public, if other co-workers have

seen the post, if Box Hill Superclinic or the Health industry has been damaged, and or if the comment was impulsive or deliberate when considering any disciplinary action.

Disciplinary action may include termination of employment or disengagement of external contractors.

DISCLOSURE OF INAPPROPRIATE USE

Where a GP or practice staff becomes aware of inappropriate or unlawful online content that relates to Box Hill Superclinic, or content that may otherwise have been published in breach of this policy the situation and circumstances should be reported immediately to the Practice Principals.

PERSONAL USE

This policy does not to discourage nor unduly limit GPs and practice staff using social media for personal expression or other on-line activities in their personal life.

GPs and practice staff should be aware of and understand the potential risks and damage to Box Hill Superclinic that can occur, either directly or indirectly from their personal use of social media and should comply with this policy to ensure that the risk is minimised.

GPs and practice staff are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, GPs and practice staff can seek guidance from the Practice Principals on how to comply with the following obligations.

To avoid breaching this policy GPs and practice staff must:

- only disclose and discuss publicly available information
- ensure that all content published is accurate and not misleading and complies with all relevant practice policies and other legal and professional requirements
- expressly state that stated views are personal and are not representative of the practice
- behave politely and respectfully
- adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and the Practice's Privacy Policy.

GPs and practice staff must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- imply that they are authorised to speak as a representative of the practice, nor give the impression that the views expressed are those of the practice

- use the identity or likeness of another employee, contractor or other member of the practice
- use their practice email address or any practice logos or insignia that may give the impression of official support or endorsement of their personal comment
- use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor of the practice
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or contractor of the Practice
- comment or post any material that might otherwise cause damage to the practice's reputation or bring it into disrepute.

When accessing social media while at work, you must do so in accordance with Box Hill Superclinic's Internet and Email Usage policies, which requires you to use these resources reasonably, in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- Accessing Facebook during an official break time
- Replying to a family member's email
- Paying bills online during a meal break

It does not include promoting personal business or private enterprises

LEGISLATION

- Privacy Act 1988 (Commonwealth)
- Fair Work Act 2009 (Commonwealth)

STANDARDS / CODES OF PRACTICE / INDUSTRY GUIDELINES

- Social Media and the Medical Profession: guidelines for medical staff and medical students, Australian Medical Association
- Australian Health Practitioner Regulation Agency (AHPRA) Social Media Policy

Box Hill Superclinic has taken all reasonable steps in the development of this policy, to make its content consistent with the proper discharge of its obligations under the Charter of Human Rights and Responsibilities Act 2006 and all related state and federal laws.

MODIFICATION and REVIEW

- The date the policy is due for review no greater than two years from the date of endorsement.
- The Practice Management Team is responsible for reviewing this policy.