



Clocktower Medical Centre

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Social media policy AD C6.4G

Our practice social media policy is as follows. It is also on our website.

Policy

This policy provides guidance for employee use of social media. Social media has many forms. 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.

Guidelines

- Employees need to be aware that their actions may have an impact on their individual image as well as the practice's image. The information that employees post or publish may be public information for a long time. Employees must use their best judgement in posting material that is neither inappropriate nor harmful to the practice, its employees or patients.
- Our practice may observe the content and information made available by employees through social media.
- Examples of prohibited social media conduct include posting commentary, content or images that are defamatory, pornographic, proprietary, harassing, or libelous.
- Employees are not to publish, post or release any information that is considered confidential or not public.
- Employees must get appropriate permission before referring or posting images of current or former employees, contractors or patients.
- Employees must be clear that their online posts are personal and purely their own. The practice should not be held liable for any repercussions the employee's content may generate.
- Employees must show respect for others' and others' opinions in all posts.
- All of our employees are given our "Acceptable use of Computers, Internet and Email" policy to read through and sign once understood- it is explained that the consequences for a serious breach is termination of employment under our terms and conditions of employment
- Our clinical staff are given the Social Media Booklet to read - this spells out the policy, any breaches and advice on acceptable use

Overall employees must observe the principles of integrity, professionalism, privacy and impartiality when posting online.

There may be disciplinary implications for employees not complying with the practice's social media policy and guidelines.

The RACGP's Guide for the use of social media in general practice is available at www.racgp.org.au/your-practice/ehealth/social-media

Our clinic ensures that all staff read and sign that they understand our clinic's policy on "Using Computers, Internet and Emails". All clinical staff are given the social media booklet to read and sign that they have understood the content.