Mandurah Doctors

Social Media – Policy and Procedure

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.

Policy
'Social media' is defined as online social networks used to disseminate information through online interaction.

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 postings online. 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.

Procedure
Our practice has appointed Admin Manager and 2ICto be our social media officers with designated responsibility to manage and monitor the practice's social media accounts. All posts on the practice's social media websites must be approved and posted only by these individuals. All content must additionally be signed-off by senior management prior to being posted. The practice reserves the right to remove any content at its own discretion.

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 or privacy (including intellectual property rights), or misuses the practice's or another person's confidential information (e.g. submission of confidential personal information of our patients or staff, or information concerning the practice's business operations that are not public).
    - Is, 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 (e.g. pretending to be someone when submitting 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:
    - Claim/imply you are speaking on the practice's behalf when not authorised to do so
    - Disclose 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)
- Violate any other applicable policy of the practice

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

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.

Staff are free to personally engage in social media outside of work hours, as long as 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 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.

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