



# Social Media Policy

## Purpose

1. Hope Skin Cancer & GP Clinic recognises the importance of social media in shaping public thinking about the organisation. Hope Skin Cancer & GP Clinic also recognises the importance of our employees and members participating in, and helping to shape, industry conversation and direction through involvement in social media. Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic's philosophy and set forth general principles when using social media.
3. Hope Skin Cancer & GP Clinic employees are free to publish or comment via social media in accordance with this policy. Hope Skin Cancer & GP Clinic employees are subject to this policy to the extent that they identify themselves as an employee of Hope Skin Cancer & GP Clinic.

## Principles and Standards

### Prohibited communications

In line with Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic policy or Hope Skin Cancer & GP Clinic's interests

### Setting up and general use of social media

Hope Skin Cancer & GP Clinic members and staff may make use of social media for Hope Skin Cancer & GP Clinic purposes on the basis that:

- The social media presence has been authorised (by the Practice Manager)
- 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

Hope Skin Cancer & GP Clinic staff may make use of social media for personal purposes on the basis that:

- The engagement is not related to Hope Skin Cancer & GP Clinic, its products and services, its employees, its partners, its competitors and/ or health-care industry-related issues.
- If the engagement *is* related to Hope Skin Cancer & GP Clinic, 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 Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic website or in the published annual report;
- Respect Hope Skin Cancer & GP Clinic's privacy and copyright policies;
- Do not make use of Hope Skin Cancer & GP Clinic logos or images in your postings;
- Content does not fall under the prohibited communications listed above

### **Responsibilities of Hope Skin Cancer & GP Clinic 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 an Hope Skin Cancer & GP Clinic 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 the Hope Skin Cancer & GP Clinic creates an association between what you say online and the organisation itself.
- Do not list or cross-promote personal accounts on Hope Skin Cancer & GP Clinic platforms unless authorised.
- Be clear that your views are your own, when using your personal account.
- Be transparent and identify yourself when discussing Hope Skin Cancer & GP Clinic related topics
- Identify that you are an Hope Skin Cancer & GP Clinic employee, if you are publishing content in an official capacity as part of your work.
- You can only use an official Hope Skin Cancer & GP Clinic account if you are authorised (by the Practice Manager) to do so and it is part of your duties.
- As an identified Hope Skin Cancer & GP Clinic employee/member, your comments should be apolitical, impartial and professional.
- When commenting on Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic, 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 Hope Skin Cancer & GP Clinic. If you are unsure as to whether information could be classified as confidential or not, speak with the 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 Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic'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 Hope Skin Cancer & GP Clinic website. If you see misrepresentations made about Hope Skin Cancer & GP Clinic 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:**

Hope Skin Cancer & GP Clinic requires that you show proper respect for Hope Skin Cancer & GP Clinic and our current and potential employees, doctors, partners and competitors. The public in general and Hope Skin Cancer & GP Clinic's doctors and employees represent a diverse set of customs, values and points of view and employees must be aware of this.

### **Fair use:**

Hope Skin Cancer & GP Clinic allows its employees to participate in social media under the guidelines of this policy, however all employees are expected to respect Hope Skin Cancer & GP Clinic's time whilst at work and not allow themselves to become excessively distracted from their expected duties.

### **Moderating social media**

Hope Skin Cancer & GP Clinic 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.

Hope Skin Cancer & GP Clinic 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.

Hope Skin Cancer & GP Clinic 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, Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic 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 Hope Skin Cancer & GP Clinic to respond.

A breach of this policy by an employee may be handled in accordance with the relevant Hope Skin Cancer & GP Clinic 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 authorising those Hope Skin Cancer & GP Clinic staff who may post on the site
- ensuring content is accurate and complies with Hope Skin Cancer & GP Clinic 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.