



# SOCIAL MEDIA POLICY

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## RATIONALE

To provide guidance to employees on understanding their responsibilities and obligations when using and communicating on social media.

## EVIDENCE BASE

AHPRA Social Media Policy

## RELATED DOCUMENTS

- Code of Conduct (Board and Employee) (Doc\_189)
- Confidentiality and Privacy of Personal Information Policy (Doc\_005)
- IT Systems Use and Audits Policy (Doc\_116)
- Practice Continuity Plan (IT Disaster Recovery) Policy (Doc\_113)
- Email Policy (Doc\_377)

## INTRODUCTION

The use of social media is expanding rapidly. Individuals and organisations are embracing user-generated content, such as social networking, personal websites, discussion forums and message boards, blogs and microblogs.

Whether an online activity is able to be viewed by the public or is limited to a specific group of people, employees need to maintain professionalism and be aware of the implications of their actions. Employees need to be aware that information circulated on social media may end up in the public domain, and remain there, irrespective of the intent at the time of posting.

Wirraka Maya Health Service Aboriginal Corporation (WMHSAC) use a number of social media platforms to engage with the community. These include, but are not limited to, Facebook, Instagram and Twitter. Authorised staff manage these accounts and include the Health Promotions Officer, Chief Operating Officer (COO) and Chief Executive Officer (CEO). Approval is required from the COO for another staff member to be authorised to manage WMHSAC's social media accounts. Permission will never be given to use a personal social media account during paid working hours.

## EMPLOYEE OBLIGATIONS

All employees, senior managers and board members have an obligation not to release confidential organisational and patient information without a written consent. For example, posting unauthorised photographs of patients in any medium is a breach of the patient's privacy and confidentiality, including on a personal social media site or group.).

## PRINCIPLES

The following five principles apply to the use of social media for WMHSAC staff:

- a. Show respect and adhere to WMHSAC mission and values;
- b. Do not use social media to bring WMHSAC, stakeholders and staff to disrepute;
- c. Do not imply WMHSAC endorsement of personal views;
- d. Ensure confidentiality of information obtained through WMHSAC;
- e. Do not use social media to the detriment of WMHSAC activities.

## BREACHES OF THE SOCIAL MEDIA POLICY

Where necessary, the Line Manager will contact staff, to discuss their online behaviour.

In situations where staff's online behaviour potentially breaches WMHSAC values, the Line Manager will refer the issue to the COO.

Any breaches of the Social Media Policy may result in disciplinary action.