



POLICY

Social media

Strategic Plan Outcome		Date Approved	
Policy Owner		Next Review Date	

PURPOSE

This policy provides a framework for authorised Angaston Medical Centre (AMC) employees to:

- Manage the content of delivered by AMC through its Social Media applications when conducting official and non-official AMC business
- Assist in the compliance of AMC's Social Media privacy responsibilities

SCOPE

This policy applies to all applications that are deemed to be 'Social Media'.

This policy applies to staff authorised to manage and use Social Media to promote the services of AMC and for contributing to other Social Media sites on behalf of AMC.

This policy does not apply to personal use of Social Media where employees and partners publish information in their personal capacity where no reference is made to AMC.

Only authorised users can use the words 'Angaston Medical Centre' and 'AMC' or be part of any group containing any reference to 'Angaston Medical Centre' or 'AMC'.

Only authorised users can add content to applications containing the use of AMC's logo, the words 'Angaston Medical Centre' or 'AMC' or any other reference to the practice.

Unauthorised groups are not to contain AMC's logo, the words 'Angaston Medical Centre' or 'AMC' or any other reference to the practice.

POLICY

AMC is committed to using Social Media to promote its services and achievements and updating the community on current health issues.

Social Media use is encouraged to increase our community's awareness of AMC services and achievements.

Authorisation

Staff must be authorised by the Executive Officer to maintain and contribute to Social Media sites on behalf of AMC.

Express authorisation is required by way of completion of Social Media Account Authorised Employee Form.

Authorised persons are Administrators of the site on behalf of AMC and must undertake Social Media Training and Marketing.

Obligations

All posts must support the achievement of an action in the Strategic Plan.

All posts must reinforce the integrity, reputation and values of AMC.

Posts must be consistent with AMC's branding strategy.

Posts must contain plain Australian English spelling and grammar.

Photos must have an explanation of the context of the situation presented.

When using Social Media on AMC's behalf, authorised staff:

- Are responsible for maintaining, updating and responding to items instigated by them personally
- Must abide by the general responsibilities of AMC's Code of Conduct
- Must understand and comply with relevant legislation e.g. privacy, defamation, anti-discrimination, copyright and trade mark laws

Content

Content must:

- Be aimed at being informative for the health benefit of the general public
- Provide information on achievements of AMC



- Provide information on changes to AMC or legislation affecting the general public
- Be accurate, factual and updated when appropriate
- Have express approval from persons featured in photos/videos

Content must not:

- Be political lobbying, comment or contribution to political or social debate
- Be inaccurate or non-factual
- Identify individuals (photographs/video) unless permission is given by the individual
- Compromise an employee or partner's safety
- Contain materials that breach any AMC policy
- Contain materials that may damage AMC's reputation
- Include personal details of employees or partners of AMC
- Contain spam, junk mail or advertising
- Any material considered inappropriate

Reporting

Social Media activity relevant to AMC will have trends monitored quarterly and reported at a Partner's meeting

SUPPORTING DOCUMENTATION

Social Media Account Authorised Employee Form

RELATED POLICIES

Complaint Handling Policy

Code of Conduct

REFERENCES

Privacy Act (Cth) 1988

Australia Privacy Principles

Copyright Act 1968 (Cth)

Defamation Act 2005 (SA)



Signed.....

Dated.....

Executive Officer