

## SOCIAL MEDIA POLICY

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### POLICY

This policy outlines Railway Road Medical Centre's approach to social media. Social media broadly refers to all forms of online media content shared on platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, message boards, chat rooms, electronic newsletters, wikis and other online forums and social networking sites.

### GUIDELINES

Many people use social media to connect with others and share aspects of their lives. All staff members, health professionals, practice partners and patients need to be aware that what they share on social media may have impact on their image as well as their family, professional lives and workplace.

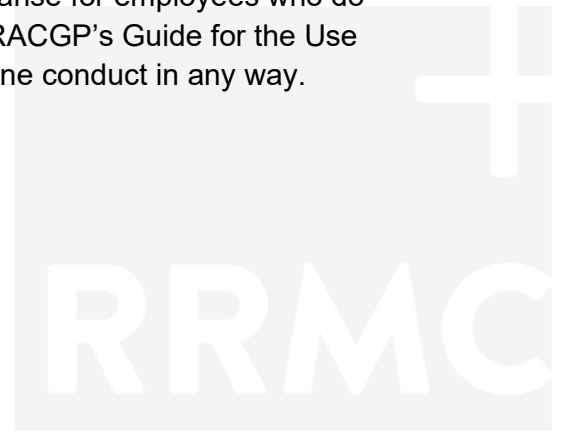
Employees of Railway Road Medical Centre must observe the principles of integrity, professionalism, privacy, confidentiality and impartiality when posting and sharing online. Further, employees need to:

- Use their best judgement when posting, sharing or publishing any material.
- Remain mindful that publicly shared information is always available or retrievable.
- Understand that their personal posts reflect on their image as well as their image, whether or not the employer is mentioned.
- Remember that they are responsible for their personal online conduct and that they may be personally liable for any repercussions their online content may generate.



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- Avoid posting and sharing any information that could be deemed defamatory, pornographic, proprietary, harassing or libellous. This includes an individual's social media conduct through commentary, content, images and online exchanges.
- Refrain from publishing, posting or releasing in any public way information that is confidential.
- Refrain from posting images or content about Railway Road Medical Centre, its current or former staff, patients, contractors or other associates without the written consent of Railway Road Medical Centre and the individuals whose images and/or name may be used.
- Understand that disciplinary implications may arise for employees who do not comply with this Social Media Policy, the RACGP's Guide for the Use of Social Media or who breach acceptable online conduct in any way.



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