



## Social Media Policy

Tenambit Medical Centre recognises that staff may wish to use social media in their personal lives. This policy does not intend to discourage, restrict, or limit staff's personal expression or online activities.

However, staff should recognise the potential for damage to be caused, either directly or indirectly to Tenambit Medical Centre in certain circumstances via personal use of social media when they can be identified as an employee.

Accordingly, staff should comply with this policy to ensure that the risk of such damage is minimised. All staff are personally responsible the content they publish in a personal capacity on any form of social media platform.

For the purpose of this policy, social media is the term used for internet-based tools for sharing and discussing information with others, it refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Social media may include, although is not limited to:

- Social networking sites (e.g Facebook, LinkedIn, myspace, snapchat, Instagram)
- Video and photo sharing websites (e.g, youtube, flickr, snapchat, Instagram)
- Blogs, including corporate blogs and personal blogs.
- Micro-blogging (e.g, twitter)
- Forums and discussions boards and groups (e.g Google groups and whirlpool)
- Emailing and instant messaging.

Whether using social media for official use, or in a private capacity, employees must not do anything that adversely affect their standing as an employee of Tenambit Medical Centre or engage in any online activity which could bring themselves or Tenambit Medical Centre into disrepute.

The nature of social media increases the risk of reputational damage through private activities such as:

- Posting images, information or links to images or information.
- Disclosing one's own or other personal information and.
- Engaging in a heated debate or argument.

Staff must not publish or discuss any patient information, conversations or information that is in breach of the Health records act or privacy policy.

Staff should respect copyright law and fair use copyrighted material and attribute work to the original author/source wherever possible.

## Standard 5.6

When accessing social media via Tenambit Medical Centre internet, staff must use these resources” reasonably” in a manner that does not interfere with their work and is not inappropriate or excessively assessed.

All staff and contractor’s must:

- Ensure that all content published is accurate and not misleading and complies with all relevant policies and
- Be polite and respectful to all people they interact with.

Staff and contractors must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright or is otherwise unlawful.
- Imply that they are authorised to speak as a representative of Tenambit Medical Centre or give the impression that the views they express are those of Tenambit Medical Centre.
- Use the company email address or Tenambit Medical Centre logos or insignia.
- Use or disclose any confidential information obtained in their capacity as an employee/contractor of Tenambit Medical Centre regarding patients, staff or the practice’s business operations that have not been made public.
- Impersonate another person or entity or by using another’s registration identifier without permission.
- 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.
- Violate any other applicable Tenambit Medical Centre policy.

The practice has appointed Sarah Anstey, practice manager, as the social media officer responsible for managing and monitoring the practice’s social media accounts. All posts on the practice’s social media website must be approved and posted by Sarah. The practice manager is the only staff member permitted access to the Meta site for posting on the social media site. Tenambit Medical Centre reserves the right to remove any of its content at its own discretion.

The practice’s social media channels are part of our customer service and are monitored and dealt with weekly.

Tenambit Medical Centre complies with APRAH national law and takes reasonable steps to remove testimonials that advertise our health services (which may include comments about the practitioners themselves). Tenambit Medical Centre is not responsible for removing (or trying to have removed) unsolicited testimonials published on a third-party website or on social media accounts which we do not control.

All social media activities must be inline with this policy. Breaching this policy may result in employment termination or written warnings.

This policy will be reviewed quarterly to ensure it is up to date with changes in social media or relevant legislation. The practice team will review a copy of the updated policy if/once any changes are to be made.