

DONNYBROOK FAMILY DOCTORS

SOCIAL MEDIA POLICY



1. PURPOSE

This policy outlines the requirements for appropriate use of social media by employees, contractors and representatives of Donnybrook Family Doctors.

It aims to protect patient confidentiality, maintain professional standards, comply with RACGP Standards, meet AHPRA advertising requirements and protect the reputation of the practice.

2. SCOPE

This policy applies to all employees (clinical and non-clinical), contractors, locums, students and volunteers.

It applies to both official practice social media accounts and personal accounts where an individual can be identified as associated with the practice.

3. DEFINITION OF SOCIAL MEDIA

Social media includes platforms used to create, share or exchange content publicly or semi-publicly, including Facebook, Instagram, LinkedIn, TikTok, X (Twitter), YouTube, blogs, forums and review platforms.

Email communication is governed primarily by the Practice Privacy Policy and Communication Policy.

4. PROFESSIONAL STANDARDS

Where an individual can be identified as associated with the practice, they must ensure communications are professional and respectful.

Staff must comply with RACGP standards, AHPRA obligations, privacy and discrimination laws.

Views expressed in a personal capacity must clearly state they are personal and not those of the practice.

5. PATIENT PRIVACY AND CONFIDENTIALITY

Staff must not post patient information, identifiable or potentially identifiable.

Clinical images must not be shared without written informed consent and management approval.

Clinical cases must not be discussed on social media, even if de-identified.

Images taken within the practice must not include patients, clinical screens or medical records.

All staff must comply with the Privacy Act 1988 (Cth) and Australian Privacy Principles.

6. PROFESSIONAL BOUNDARIES

Staff must not form personal social media relationships with current patients.
Clinical advice must not be provided via social media platforms.
All clinical communication must occur through approved practice systems.

7. OFFICIAL PRACTICE SOCIAL MEDIA ACCOUNTS

Only authorised staff may create, access or post on behalf of the practice.
All content must be approved by management prior to publication.
Content must be accurate, evidence-based and comply with AHPRA advertising requirements.

8. ADVERTISING AND TESTIMONIALS

The practice must not use testimonials relating to regulated health services in advertising.
Content must not be misleading, create unreasonable expectations or guarantee outcomes.
All promotional content must be reviewed and approved prior to publication.

9. ONLINE REVIEWS

Only authorised staff may respond to online reviews.
Responses must not confirm whether an individual is or was a patient.
Responses must not disclose health or appointment information.
Responses must remain polite, neutral and professional.

10. PERSONAL USE OF SOCIAL MEDIA

Reasonable personal use is permitted but must not disclose confidential information or damage the practice's reputation.
Staff must comply with legislation including privacy, discrimination and defamation laws.

11. INCIDENT MANAGEMENT AND BREACH REPORTING

Any suspected breach must be reported immediately to the Practice Manager.
Management will assess whether the Notifiable Data Breach Scheme applies and take corrective action.

12. DISCIPLINARY ACTION

Failure to comply may result in disciplinary action, including termination of employment or contractor agreements.

13. TRAINING AND REVIEW

Staff will receive training on this policy at induction and periodically thereafter.
This policy will be reviewed every two years or earlier if regulatory changes occur.

Effective Date: 27/02/2026_____

Review Date: 26/02/2028_____

Approved By: Iminder Nandha(P.M.)