

SOCIAL MEDIA POLICY

OVERVIEW

This policy covers employee interaction and representation of Donnybrook Family Doctors across all communication channels and social media platforms. This policy aims to define the rules for each employee when engaging in social collaboration and to also uphold the professional standards of the clinic.

Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts and other multimedia communications, and is also known as Social Networking. Social media includes, but is not limited to:

- Email
- Social networking sites (Facebook, Twitter, LinkedIn, Google Plus)
- Video and photo sharing (Flickr, YouTube)
- Blogs, including personal and corporate blogs
- Micro-blogging
- Online forums and discussion boards
- Wikis (Wikipedia)
- Podcasting

POLICY

No images, content or confidential information from within Donnybrook Family Doctors is to be posted on any social media platform without express permission of the clinic's management team. Employees should not respond to comments and reviews left by patients and clients without prior authorization from the management team.

Where an employee's comments or profile can identify them as a Donnybrook Family Doctor employee, that employee:

- Must ensure any online communication is consistent with the clinic's Code of Conduct, values, policies and applicable laws.
- Write on all postings that the stated views are your own and are not those of the clinic
- Must not imply you are authorized to speak as a representative of the clinic
- Must not make any comment or post any material that might otherwise cause damage to the clinic's reputation or bring it into disrepute.
- Must not post material that includes confidential/proprietary information or trade secrets, or information that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, or sexist.
- Must not use the clinic's logo without written permission from management
- Can only disclose and discuss publicly available information.

- Must adhere to the Terms of Use of the relevant social media platform, as well as copyright, privacy, defamation, contempt of court, discrimination and other applicable laws, and the clinic's Privacy Policies.

COMPLIANCE

- Donnybrook Family Doctors reserves the right to initiate action against any staff member, in accordance with the organization's Disciplinary Procedure, who uses social media in a manner that could be considered inappropriate or not consistent with the clinic's policies.
- Management will consider the nature and severity of the post, the source of the post, whether the clinic was named, if the post is public, if other workers have seen the post, if the clinic's name has been damaged or the Health Industry has been damaged, and or if the comment was impulsive or deliberate when considering any disciplinary action.
- Disciplinary action may include termination of employment or disengagement of external contractors.

DISCLOSURE OF INAPPROPRIATE USE

Where an employee becomes aware of inappropriate or unlawful online content that relates to the clinic, or content that may otherwise have been published in breach of this policy the situation and circumstances should be reported immediately to the Practice Manager.

PERSONAL USE

This policy does not discourage nor unduly limit employees using social media for personal expression or other online activities in their personal life.

Employees should be aware of and understand the potential risks and damage to the clinic that can occur, either directly or indirectly from their personal use of social media and should comply with this policy to ensure that the risk is minimized.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Practice Manager on how to comply with the following obligations.

To avoid breaching this policy, employees must:

- Only disclose and discuss publicly available information
- Ensure that all content published is accurate and not misleading and complies with all relevant practice policies and other legal and professional requirements
- Expressly state that stated views are personal and are not representative of the practice
- Behave politely and respectfully
- Adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and the Practice's Privacy Policy.

Employees must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- Imply that they are authorized to speak as a representative of the company, nor give the impression that the views expressed are those of the company
- Use the identity or likeness of another employee, contractor or other member of the company
- Use their practice email address or any practice logos that may give the impression of official support or endorsement of their personal comment
- Use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor of the company
- Post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or contractor of the Practice
- Comment or post any material that might otherwise cause damage to the practice's reputation or bring it into disrepute

When accessing social media while at work, you must do so in accordance with Donnybrook Family Doctors' Internet and Email Usage policy, which requires you to use these resources reasonably, in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- Accessing Facebook during an official break time
- Replying to a family member's email
- Paying bills online during a meal break

It does not include promoting personal business or private enterprise