



Preamble

This policy provides guidance for Bega Garnbirringu Health Service (Bega) employees on using social media internally and externally. This policy helps identify and mitigate potential risks associated with social media usage.

Policy Statement

For the purposes of this policy, 'social media' refers to websites and applications that enable users to create and share content or to participate in social networking.

Any employee who uses social media for work purposes or publishes content regarding Bega, its employees, Board Members, or customers, must always comply with this policy.

This policy equally applies:

- to any personal blogs employees may operate;
- whether the employee is using their personal device or a Company-owned device;
- whether the employee is within or outside the usual workplace location; and
- whether the usage occurs inside or outside ordinary working hours.

Policy Guidelines

Regardless of whether social media is used for business related activity or for personal reasons, the following standards apply to all employees of Bega. Employees are legally responsible for their postings online and may be subject to personal liability and organisational disciplinary action, including termination of employment if their posts are found to be in breach of this policy.

Important Points about Information you Post Online

- Information employees post online, including social media platforms such as Facebook, Snap Chat etc., is not like having a verbal conversation with a person or group of people. This equally applies to LinkedIn and any posts employees make regarding their work.
- The nature of social media platforms means that comments might easily be forwarded on to others, widening the audience for their publication. Even if employees limit the privacy settings on their social media platform to 'friends' or 'contacts', those 'friends' or 'contacts' might include employees, clients, board members or contractors of Bega.
- Further, social media platforms leave an often-permanent written record of statements and comments made by people. These can be read at any time in the future until they are taken down and, because of the nature of the Internet, it can be difficult (if not impossible) to remove information.



Information you are **Prohibited** from posting on a Website or Social Network

Unless Bega provides an employee with written permission, Bega does not allow employees to post the following information on any social media platform, including Blogs, personal webpages or other internet-based media:

Confidential Information

Employees must make sure that they do not disclose or use the confidential information of Bega and/or its clients on any website. This would be a direct breach of our Confidentiality Policy.

Intellectual Property

Employees must make sure that you do not post any trademarks, proprietary information or other intellectual property of the Bega and/or its clients or customers on a website. This would constitute a breach of our Intellectual Property Policy

Information Relating to Clients

Employees must not refer to any clients, information or work that they or anyone else are undertaking at Bega. Conducting business with clients by posting information on social networking sites is prohibited.

Content that Disparages Bega, those who work for it, and external parties

Bega's goodwill and client and community connections are dependent upon its reputation. Employees must not post any content that disparages or is likely to have a harmful effect on the reputation or business of Bega, its clients, staff or board members. This would be a direct breach of our Code of Conduct.

Inappropriate Information

You must not use social networking sites at any time (whether during or outside work hours) to discriminate, harass, bully or victimise employees, clients, board members, stakeholders or contractors of Bega. You must also ensure that you have read and understand any other policies of Bega that may relate to these behaviours.

Bega's Social Media Use

If an employee has delegation to promote Bega, update social media or websites, those employees will not:

- a) post any material that:
 - i. is unlawful, threatening, defamatory, pornographic, inflammatory, menacing or offensive;
 - ii. infringes or breaches another person's rights (including intellectual property rights) or privacy or misuses Bega or another person's information for example patients, employee's personal information or business operations that have not been made public;



- iii. is materially damaging or could be materially damaging to Bega's reputation or image or another individual;
 - iv. is in breach of any of the Bega's policy and procedures.
- b) use social media to send unsolicited commercial electronic messages or solicit other users to buy or sell products or services or donate money;
 - c) Impersonate another person or entity (for example, by pretending to be someone else or another employee or other participant when you submit a contribution to social media) or by using another's registration identifier without permission;
 - d) Tamper with, hinder the operation of, or make unauthorised changes to the social media sites;
 - e) 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 their social media site;
 - f) Attempt to do or permit another person to do any of the following:
 - a. Claim or imply that you are speaking on Bega's behalf, unless you are authorised in writing to do so;
 - b. Disclose any information that is confidential or proprietary to Bega or to any third party that has disclosed information to Bega.
 - g) Be defamatory, harassing or in violation of any other applicable law;
 - h) Include confidential or copyrighted information (e.g. music, videos, text belonging to third parties); and/or
 - i) Violate any other applicable policy or procedure of Bega.

Privacy and Security

All Bega employees must obtain the relevant approval from the Chief Executive Officer prior to posting any public representation of Bega on social media platforms or websites. Bega reserves the right to remove any content at its own discretion.

Monitoring Social Media Sites

Any social media must be monitored in accordance with Bega's current policies and procedures on the use of internet, email and computers.

Employee Responsibility

Bega's ICT department will manage and monitor Bega's social media accounts. All posts on Bega's social media website must be approved by Executive Management and directed through the ICT department for posting.



Personal social media platforms of employees should:

- a) Include the following disclaimer example in a reasonably prominent place if you identify yourself as a Bega employee on any posting “The views expressed in this post are my own and do not reflect in any way the views of Bega Garnbirringu Health Service that I am a member of”. This disclaimer does not preclude an employee from expressing personal opinions about employees, clients or board members or Bega, as stipulated herein this policy, under any circumstances;
- b) Respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.

Bega complies with AHPRA national standards and takes reasonable steps to remove testimonials that advertise their health services (which may include comments about practitioners themselves). Bega is not responsible for testimonials published on a website or in social media over which they do not have control.

Breach of Policy

If an employee does not meet the expectations set out in this policy, they may be subjected to disciplinary action in accordance with our **Performance Counselling** and **Disciplinary Action** policies up to and including possible termination of their employment.

Related Documents

- Confidentiality policy
- Intellectual Property Policy
- Email and Computer Usage Policy