

Metceni Health **Social Media Policy**

Metceni Health 45 Aldgate St Mandurah

Last Alteration 2/8/22

- Social Media Manager. Robin Dean

- **Purpose:** to ensure the privacy of patients, maintaining codes of conduct and avoiding discriminatory or defamatory remarks

- Current social media platform utilised is Facebook.

- This is used to engage the wider Peel community and inform of changes and beneficial general health advise, not for diagnosis or individual health recommendations. Comments can be moderated to ensure privacy is maintained and that discriminatory or defamatory remarks are removed.

Guidelines are applicable to all staff, who are legally responsible for their online content. Our practice has the right to enforce disciplinary action including termination of employment if found in breach.

Policy

No Staff should post content that:

- Alludes to or is directly involved in anything unlawful, pornographic or explicit in nature, offense, threatening or defamatory.
- Divulges personal details or confidential information relating to both patients and non-patients of the practice or practice business information that has not been made public.
- Sends unsolicited messages for buying or selling using the practices brand

Only authorised staff should make changes to the practice's social media platforms.

- The social media manager is the practice manager. The manager may delegate appropriate staff to fill this role if she is away or needs to delegate this role for other reasons.
- Staff should be made aware that there may be significant legal consequences to inappropriate posts/comments about the business, staff or patients.
- Persons responsible for posting on social media should maintain a presence that is related to general healthcare, is respectful and protects privacy and confidentiality.

- **Processes**

- If inappropriate entries are noted, they should be deleted or corrected as soon as possible. If required, an apology should accompany this.
- Policies related to data breaches are listed elsewhere.
- Testimonials both solicited or unsolicited, that refers to a clinical aspect of should not be included in social media accounts, the practice website or practice advertising.
- Practice skills should not be exaggerated or commented on in relation to the level of ability to perform these actions.
- You must not edit an online review that is negative to make it positive or no longer accurately reflects all the reviewer's feedback.