**PRACTICE NAME OR LETTERHEAD**

**Social Media Policy**

**Purpose of this policy**

To provide guidance to staff and contractors on the use of social media at work and at home. We aim to respect patient confidentiality, laws relating to medical practice, and professionalism.

**Social media definition**

Online interactive communities to share information and content, such as Facebook, Twitter, Instagram, YouTube and Linkedin. This practice has a Facebook page.

**Standards for our Facebook page:**

1. Do not disclose any patient information without the express consent of the patient. This includes photographs. Even “de-identified” details may be able to be recognised by people known to the patient.
2. Do not post any material that is fraudulent, harassing, embarrassing, sexually explicit, obscene, intimidating, defamatory or unlawful.
3. Posts by external users will be deleted by the practice if found to be of the nature of material described in point 2.
4. Comply with AHPRA’s *Guidelines for Advertising Regulated Health Services* and *Social Media Policy.*
5. Testimonials are not to be posted, and accordingly the “reviews” section of our Facebook page has been disabled.
6. The Facebook page can be used by patients to confirm appointments but cannot be used to make an appointment, provide patient-specific medical advice, provide repeat prescriptions or referral letters.
7. All posts must be approved by the practice manager, and those with medical content must first be approved by <Dr……> or <Dr……..>.
8. The practice manager is responsible for regularly reviewing content of the Facebook page. In her absence she will appoint another staff member to the task.

**On employees’ and contractors’ personal social media sites:**

1. Do not identify yourself as working for or at the practice.
2. Do not refer to the practice, other staff or contractors without their approval. Do not criticise or denigrate the practice, its staff and contractors, or organisations it is professionally associated with.
3. There should be no photos taken inside the workplace which could capture documents, paperwork, patient charts, or other information protected by privacy law. Do not disclose any patient information without the express consent of the patient.
4. Do not accept “friend” requests from people you know only as a patient of the practice.
5. Do not disclose any confidential information relating to practice systems.
6. Use of social media should not interfere with your work.

**Consequences of breach of this policy**

Any breach of this social media policy may result in disciplinary action, and in the event of serious misconduct may result in the termination of employment or contract.

**Related practice policies:**

Code of conduct

Email and internet use

IT security

Complaints management

**Date**:…………………….

**Next review**:……………………