



INTERNET & SOCIAL MEDIA POLICY

Introduction

This policy outlines the policy relating to the use of internet and social media within St James Family Medical & St James Specialist (the “facility”). This policy also related to the use of these mediums for personal use by healthcare providers and support staff (the “team”) during rostered/ scheduled consulting hours, and clarifies the expectations of conduct online outside of hours in matters relating to the facility.

Business use

Internet is provided primarily to the team to carry out their duties, with the purpose of providing efficient and safe delivery of healthcare services to patients. Use of the internet by the team who access internet through the course of their duties is permitted and encouraged where this supports the business needs of the facility as well as healthcare providers and their patients.

Internet guidelines

The internet is a vast computer network, comprised of individual networks and computers all around the world that communicate with each other to allow information sharing between users. It is important to adopt secure practices when accessing and using the internet.

The internet can be accessed by all team members; however, excessive use of the internet is not acceptable. Team members are encouraged to use the internet for research activities pertaining to their duties, however, should be aware that usage statistics are recorded and may be submitted to management for review.

Team members have full accountability for internet sites accessed on their workstations, and are expected to utilise this tool in an acceptable manner. This includes (but is not limited to):

- limiting personal use of the internet
- accessing only reputable sites and subject matter
- verifying any information taken off the internet for business purposes prior to use
- not downloading any unnecessary or suspect information
- being aware of any potential security risks e.g. access / viruses
- not disclosing any confidential information via the internet without prior permission from the practice manager e.g. credit card details
- maintaining the confidentiality requirements and business ethics of the facility in any dealings across the internet
- observing copyright restrictions relating to material accessed/ downloaded.

The facility reserves the right to check individual's internet history as a precaution to fraud, viruses, workplace harassment or breaches of confidence by team members. Inappropriate use of the internet will be fully investigated and may be grounds for dismissal.

Social media guidelines

"Social media" is defined as online social networks used to disseminate information through online interaction, this policy helps identify and mitigate risks associated with social media use.

The following requirements apply to all team members of the facility, who are legally responsible for their online activities. All social media activities must be in line with this policy, with breaches incurring serious repercussions. If found in breach of this policy it could lead to termination of employment agreement, service agreement or collaborative care agreement if of a serious nature.

The practice manager is appointed as social media officer responsible for managing and monitoring the facility's social media accounts. All posts on the facility's social media website must be approved by this team member. The facility reserves the right to remove any content at its own discretion.

When using the facility's social media, team member will not

- post any material that
 - is unlawful, threatening, defamatory, pornographic, inflammatory, menacing or offensive
 - infringes or breaches another person's rights (including intellectual property rights) or privacy, or misuses the facility or another person's confidential information (e.g. do not submit confidential information relating to patients, personal information of team members, or information concerning the facility's business operations that have not been made public)
 - is materially damaging or could be materially damaging to the facility's reputation or image, or another individual
 - is in breach of any of the facility's policies or procedures
- use of social media to send unsolicited commercial electronic messages, or solicit other users to buy or sell products or services or donate money
- impersonate another person or entity (e.g. by pretending to be someone else or another facility employee or other participant when you submit a contribution to social media) or by using another's registration identifier without permission
- tamper with, hinder the operation of, or make unauthorised changes to the social media sites
- knowingly transmit any virus or other disabling feature to or via the facility's social media account or third-party social media site
- attempt to do or permit another person to do any of these things
 - claim or imply that you are speaking on the facility's behalf unless you are authorised to do so
 - disclose any information that is confidential or proprietary to the facility, or to any third party that has disclosed information to the facility
- be defamatory, harassing or in violation of any other applicable law
- include confidential or copyrighted information (e.g. music, video's, text belonging to third parties)
- violate any other applicable policy of the facility

Social media sites will be checked regularly and any messages received through them will be responded to and acted upon appropriately.

The facility complies with AHPRA national law and takes reasonable steps to remove testimonials that advertise their health services (which may include comments about the practitioners themselves). The facility is not responsible for removing (or trying to have removed) unsolicited testimonials published on a third-party website or in social media accounts over which they do not have control.

Personal use

The facility supports the right of team members to have access to reasonable personal use of the internet communications in the workplace using the devices and networks provided by the facility.

Limited personal use is permitted where it:

- is infrequent and brief use
- does not interfere with the duties of the facility team
- does not interfere with the operation of the Facility
- does not compromise the security of the Facility
- does not impact the Facility's electronic storage capacity
- does not decrease the Facility's network performance e.g. streaming of Netflix in lunch break using Facility WIFI
- does not incur any additional expense for the Facility
- does not violate any legislation
- does not compromise any confidentiality requirements for the facility

Team members may not use the internet access provided by the facility to:

- create or exchange messages that are offensive, harassing, obscene or threatening
- visit websites containing objectionable (including pornographic) or criminal material
- exchange any confidential or sensitive information held by the Facility, unless in the course of performing work duties
- create, store or exchange information in violation of copyright laws
- use internet-enabled activities such as gambling, gaming, conducting a business or conducting illegal activities
- create or exchange advertisements, solicitations, chain letters and other unsolicited material
- play electronic or online games in work time

Team members are free to personally engage in social media outside of work hours, as long as their actions do not have the potential to bring the facility into disrepute. Employees may not represent personal views expressed as those of this facility.

Any social media posts by team members on their personal social media platforms must not reveal confidential information about the facility or a person who uses the facility (e.g. team members should not post information relating to patients or other team members, or information concerning the facility's business operations that have not been made public).

Team members should respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.

Policy review statement

This privacy policy will be reviewed regularly to ensure it reflects the current processes and procedures of the Facility and current legislation requirements. Team members will be provided with an updated copy of this policy upon each amendment.