

BUSINESS RULE - SESLHD USE OF Social Media

SESLHDBR/023

Title	SESLHD Use of Social Media		
1. What it is	Guide to all staff regarding the use of: <ul style="list-style-type: none"> • Accessing Social Media in a work capacity • Establishing Social Media sites representing SESLHD and its facilities 		
2. Risk Rating	Low	Review Date	February 2025
3. Who it applies to	<ul style="list-style-type: none"> • All SESLHD employees, whether permanent, temporary or casual 		
4. When to use it	<ul style="list-style-type: none"> • Any time social media is accessed 		
5. Why the rule is necessary	<ul style="list-style-type: none"> • To ensure patient confidentiality • To ensure zero tolerance of bullying and harassment in the workplace • To ensure SESLHD's reputation is upheld in the community • To ensure the professional integrity of all staff and adherence to the Code of Conduct. 		
6. Who is responsible	<ul style="list-style-type: none"> • All managers and supervisors 		
7. Executive Sponsor	<ul style="list-style-type: none"> • Maxine Brennan, Media and Communications Manager 		
8. Author	<ul style="list-style-type: none"> • Allyson Moore, Marketing and Communications Manager 		
9. Definition of Social Media	For the purpose of this document, social media includes, but is not limited to: <ul style="list-style-type: none"> • social networking sites e.g. Facebook, Instagram, Yammer, LinkedIn; Tinder, Grindr • video and photo sharing websites e.g. Flickr, Instagram, YouTube; Vimeo; TicTok • micro blogging sites e.g. Twitter, Snapchat, WeChat, WhatsApp • web blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications • forums and discussion boards e.g Whirpool, Yahoo!, Reddit Facebook Groups or Google Groups • podcasting –hosted through third-party platforms such as Soundcloud • any other websites that allow individual users or companies to use simple publishing tools. 		

10. Roles and Responsibilities

Only staff members who have been granted approval from their Tier 2 Director and the Media and Communications Manager may upload material or post material on an approved SESLHD social media account. Approval to establish a social media account must be granted via Tier 2 Director and the Media and Communications Manager. No hospitals or units/wards/services/facilities within a hospital can apply to create a public social media site.

Staff should not be posting comments on social media in a work capacity, unless authorised by their Tier 2 Director, the Media and Communications Manager and the Chief Executive.

Roles

Approver - Tier 2 director and Media and Communications Manager

Authorised Delegate – appointed by the Tier 2 Director, Media and Communications Manager and Chief Executive to respond and post material on behalf of SESLHD and its facilities.

Responsibilities

Approver

- to ensure the Authorised Delegate understands their responsibilities in relation to behaving appropriately while on-line.

Authorised delegate

- is responsible for posting material frequently to social media
- should maintain the social media account by monitoring the page regularly and responding to posts.

Appropriate access to social media will be enabled by ICT for Authorised Delegates.

11. Process

The [NSW Health Code of Conduct](#) outlines the standards expected of staff within NSW Health in relation to their conduct in employment.

11.1 Social Media Rules of Engagement

- Maintain patient confidentiality at all times. Ensure privacy settings are secure.
- Abide by the law and respect copyright.
- Use common sense, be polite and treat people how you would like to be treated.
- Make it clear the views expressed on self-hosted private sites do not represent the views of SESLHD.
- Do not post content on SESLHD social media accounts without the approval of the Tier 2 Director and Media and Communications Manager.
- Ensure your online activities don't interfere with your job performance.
- Do not say anything on a social networking site you would not want repeated in the media or for an employer to see.
- If you experience a problem or identify an issue, contact the SESLHD Media and Communications Unit.
- If you make a mistake, be upfront and correct it quickly.

11.2 Request to set up Social Media

- Staff may not establish social media pages that represent SESLHD facilities or health services without obtaining approval from a Tier 2 Director and the Media and Communications Manager.
- Only health facilities and services will be considered to establish social media accounts; **not** individual hospitals, or units/wards/services within hospitals or individual staff.
- The electronic form '[Request to Establish Social Media Page](#)' must be completed and emailed to SESLHD-Communications@health.nsw.gov.au

11.3 Posting the information on a SESLHD authorised social media page

- Only the Authorised Delegate, under the direction of the Tier 2 Director, may post content on social media.
- [`A Social Media Monthly Content Plan`](#) must be completed on a monthly basis and sent to the Directorate's manager, Tier 2 Director and Media and Communications Manager for approval. A copy of the Content Plan must also be trimmed. The Content Plan illustrates the type of information which will be displayed on the social media page.
- Information should be relevant to the facility and its services and be suitable for the public domain.
- Information should use appropriate language.
- Information must not breach patient privacy.
- Content should be posted to the social media page at least twice a week.
- Any photos to the page must have consent from all parties.
- [House Rules](#) should be posted on the Home Page of the Facebook page to provide users a guide on appropriate behaviour.
- A message should also be placed on the Home Page advising users that if they are experiencing an emergency to phone 000.
- New material will stimulate discussion and maintain interest in the site. Examples of material suitable to be posted include:
 - Press releases
 - Photos
 - Health and wellbeing (health promotion) messages
 - Public health alerts
 - Health event information.

11.4 Engaging with members of the public on Social Media

- Only the Authorised Delegate is permitted to respond to public posts on behalf of SESLHD.
- Comments made by a member of the public which contain personal information or are a complaint, should be handled in line with the standard complaint handling process.
- If a complaint is made on social media by a user, the Authorised Delegate should provide appropriate contact details.
 - South Eastern Sydney Local Health District welcomes feedback. So that we can investigate and respond to your concerns appropriately please email SESLHD-Mail@health.nsw.gov.au
- If the complaint is of a serious nature, not just a negative comment, the Authorised Delegate should notify their Tier 2 Director and the Media and Communications Unit

	<p>immediately by phoning 0409 973 612.</p> <ul style="list-style-type: none"> • Direct engagement with patients regarding their personal medical records must not occur. If a patient tries to discuss their personal history, they should be directed to contact the appropriate health facility or doctor or alternatively email the generic email address SESLHD-Mail@health.nsw.gov.au • SESLHD has a zero tolerance of bullying and harassment, at all times, in all forms, including social network sites. <p>11.5 Removal of content from social media</p> <ul style="list-style-type: none"> • Material posted by a member of the public, including comments, which breaches the House Rules should be removed. • If material has to be removed, a message should be sent to the person explaining the message was removed as it breached House Rules. • Material should not be removed just because it is negative. • Material may be removed at any time by the Media and Communications Manager if the material is deemed inappropriate to be in the public domain. <p>11.6 Frequency of monitoring of social media Monitoring should occur twice a day by the Authorised Delegate. A message will be displayed on the social media site notifying the public of the frequency of the monitoring and that the site will be monitored between 8:00 am and 6:00 pm, business days.</p> <p>11.7 Advertising on a Facebook or other Social Media page Advertising a SESLHD service on a social media page is only permitted following approval by the Tier 2 Director ‘A Request to Advertise Form’ must be completed and submitted to SESLHD-communications@health.nsw.gov.au</p>
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Revision and Approval History

Date	Revision Number	Author and Approval
May 2013	1	Kate Sikora
May 2013	2	Kate Sikora
August 2013		
March 2015	3	Kate Sikora
July 2015	4	Kate Sikora
February 2020	5	Allyson Moore / Maxine Brennan
February 2020	5	Minor updates to social media sites in section 9; and hyperlinks. Processed by Executive Services prior to publishing.

Appendix A – House Rules for SESLHD Facebook Pages

House Rules for SESLHD Facebook Pages

This Facebook page is open to all and user comments and opinions are welcomed and encouraged. Users are free to post their thoughts or feedback and exchange with one another. To make sure this site is a safe place for all users, and for legal reasons, there are terms of use and some house rules users are asked to follow.

We expect that users will not post content that falls into the following categories and reserve the right to remove postings that are:

- Offensive, divisive, aggressive, abusive, defamatory or intolerant
- Fraudulent, deceptive, misleading or unlawful
- Trolling, deliberately derailing discussions or posting multiple versions of the same view to the forum
- Unrelated or off-topic
- Violates the intellectual property right of another individual or entity
- Spamming in nature
- Commercial solicitation or solicitation of donations
- Uses obscene or offensive language

The views, opinions, and information expressed in user-generated comments remain with the authors and do not necessarily reflect those of South Eastern Sydney Local Health District or its staff.

While user generated comments are not edited, to ensure a positive experience for visitors of this site and the broader community, the District may report or remove at its discretion any content or comments containing spam, profanity, or otherwise objectionable or prohibited material.

We encourage you to have open and honest discussions whilst being respectful of your fellow community members.