



# Social Media Policy

Kirrae Health Service – Social Media Policy	Created: November 13, 2024	V1.0
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## Version History

<b>Date</b>	<b>Version</b>	<b>Changes</b>	<b>Made By</b>
November 13, 2024	V1.0	Original document	P O'Brien
February 17, 2025	V1.0	No Changes, Footer dates updated	Board

## 1. Introduction

Kirrae Health Service (KHS) expects Staff, volunteers and Board Members to exhibit a high standard of professional conduct maintaining public confidence in Kirrae Health Service's operations and corporate values of transparency, accountability, respect and responsibility. This includes taking into account how their social media actions may impact their work commitments and workplace environment.

## 2. Purpose

The purpose of this policy is to ensure that Kirrae Health Service Staff, volunteers and Board Members understand their obligations when using social media for personal use in and out of the workplace. This policy also outlines the importance of managing the risks associated with social media use that may impact on the reputation of Kirrae Health Service and the safety of its Staff, volunteers and Board Members, and that may result in a breach of Kirrae Health Service's Code of Conduct and policies, procedures, and/or instructions.

This policy is for the mutual protection of Kirrae Health Service and its Staff, volunteers and Board Members and is not intended to prevent, discourage or unduly limit Staff, volunteers and Board Members ' expression of personal opinion or online activities.

## 3. Policy Objectives

This policy will:

- Outline the types of social media the policy covers
- Outline when and where the use of social media is impacted by this policy
- Outline procedures relating to:
  - Public Dialogue
  - Bullying and Harassment
  - Right to safety
  - Conflicts of Interest
  - Confidentiality
  - The use of company logos and information
  - Interacting with KHS social media
  - Security risks
  - Reporting
  - Using personal Social Media during work time
  - Publishing work content on private and professional accounts
- Responsibilities for staff, volunteers and Board members

## 4. Scope

This policy applies to all staff, volunteers and board members of Kirrae Health Service.

This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover other social media services as they develop in the future:

- social networking sites (e.g., Facebook, Instagram, Snapchat, TikTok);
- professional networking services (e.g., LinkedIn);
- video and photo sharing websites (e.g., YouTube, Vimeo);
- micro-blogging (e.g., X/Twitter);
- dating platforms (e.g., Tinder, Bumble, Hinge);
- forums and discussion boards (e.g., Reddit, Google Groups);
- online collaborations (e.g., Wikipedia);
- podcasting;
- blogs including corporate blogs and personal blogs (e.g., Medium);
- blogs hosted by traditional media outlets; and
- any other tool or service that facilitates interactions over the internet.

The policy includes using social media;

- during the work day for personal use;
- outside of work hours on your own computer or device (off duty conduct);
- about work (posting about your work or coworkers on your personal social media accounts);
- in potential conflict of interest situations;
- when using work equipment (e.g. social networking using your work-issued computer or smart phone); and
- where Staff, volunteers and Board Members face harassment or bullying online because of their employment.

## 5. Policy Statement

Kirrae Health Service respects the right of its Staff, volunteers and Board Members to express their opinions on political and social issues and share their life experiences in public forums like the internet, newspapers, television, or social media.

At the same time, Kirrae Health Service expects that all its Staff, volunteers and Board Members will fulfil their obligations and commitment to the Code of Conduct and uphold the expected level of professional conduct, even when engaging in social media activities outside of work.

Staff, volunteers and Board Members should use common sense and err on the cautious side in applying the Code of Conduct, taking into account how their social media actions may impact their work commitments and workplace environment. For example, Staff, volunteers and Board Members shouldn't assume things posted online won't become public, even if its not intended they are. Also, Staff, volunteers and Board Members must consider perception (how might people reasonably interpret their actions), especially in relation to conflict of interest considerations. When Staff, volunteers and Board Members interact with colleagues on social media, they should consider the impact those

interactions may have on the workplace environment. Staff, volunteers and Board Members must consider information security and the potential to introduce vulnerabilities into the work system and/or devices when using work equipment.

Disciplinary action may be taken against Staff, volunteers and Board Members for inappropriate social media use, even outside of work hours. Staff, volunteers and Board Members must be mindful that content posted on social media sites is public and can be circulated quickly and easily, and potentially out of context. The long shelf life of online activity, fast-evolving social media platforms and privacy settings, and the diversity in how people use and think about social media should also be considered.

## 6. Definitions

**Social media:** Social media includes the various internet-based applications that allow the creation and exchange of user-generated content. Social media enables individuals to communicate via the internet sharing information and resources. Sites such as Facebook are a social utility that connects people with family, friends and strangers.

**Content:** Content is the information that is put onto social media sites, which includes text, audio, video, images, podcasts and other multimedia communications.

**Hate Speech:** Hate speech includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, cultural identity, nationality, religion, sexuality, caste, gender or disability. For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

## 7. Policy guidelines and procedures

### Procedural Instructions Regarding Employee Use of Social Media:

#### 7.1 Public Dialogue

Social media makes it easy to engage in public dialogue, social and political topics, and express opinions. Kirrae Health Service recognises that all Staff, volunteers and Board Members have a right to public dialogue and political and social activity on social media. In such circumstances, Staff, volunteers and Board Members should not:

- make comment as a representative of Kirrae Health Service unless authorised to do so;
- identify themselves as an employee of Kirrae Health Service unless authorised to do so;
- or make a critical comment about Kirrae Health Service that gives rise to the public perception that the employee is not prepared to implement or administer the policies of Kirrae Health Service in their duties.

#### 7.2 Bullying and Harassment

While Kirrae Health Service values employee and volunteer privacy and a diversity of perspectives across our workforce, we have zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech.

Bullying, harassment, and threats of violence are unacceptable both in the workplace and on social media. Whether engaging on social media during or outside of work hours, it's important for Staff, volunteers and Board Members to be mindful of how they express themselves. If Staff, volunteers or Board Members find themselves in a disagreement on social media, use a respectful tone or disengage. In this regard, Staff, volunteers and Board Members are not to post any adverse or critical content about any other employee, volunteer or individual on social media sites such as offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory content.

In such circumstances, not only is it likely that disciplinary action, up to and including termination will be taken against the perpetrator, but that such content may also amount to civil proceedings giving rise to the perpetrator being sued for damages or charged with a criminal offence. Staff, volunteers and Board Members may be held personally liable in relation to any ensuing litigation arising from such content being posted.

Kirrae Health Service reserves the right to request that certain posts and inappropriate comments be removed from an employee, volunteer or Board Member's social media site.

**Staff, Volunteer, Board member right to safety:** If staff, volunteers or Board Members experience bullying of any kind, either directly or as a witness, or has safety concerns because of social media activity related to work, or online harassment due to their employment, volunteer or Board activities, they should talk to their supervisor, a member of the management team including the CEO.

### 7.3 Conflicts of Interest

A conflict of interest may arise from associations made through social media. This is when an employee's personal interest could influence, or be perceived as being influenced, in the performance of their official duties and responsibilities. This relates to associations that may be considered contrary to the role of the employee and/or the operations of Kirrae Health Service.

Conflict of interest in the use of social media may take many forms;

- how an employee's social media profiles are set up;
- whether they post about their work/workplace;
- promoting a private business during work hours;
- overlap between personal activities and job responsibilities; and
- who their friends or contacts are.

Staff, volunteers and Board Members are required to declare a conflict of interest.

### 7.4 Confidentiality of Information

Staff, volunteers and Board Members are not to disclose or discuss any confidential or personal information obtained as an employee or volunteer of Kirrae Health Service on social media sites and/or to anyone other than persons who are authorised to receive the information. This includes information regarding Kirrae Health Service operations, business, clients, services, prices, financial position, security, or activities.

It is possible to access a colleague's personal information through workplace associations and through social media outside of work (e.g. dating sites). Staff, volunteers and Board Members are not to identify any other employee or publish personal details and/or images about them without their permission.

Sharing confidential information may create unwanted consequences for the employee or volunteer work environment and the public's trust and confidence in Kirrae Health Service and violate Kirrae Health Service's Code of Conduct.

### 7.5 Use of Company email, logo or other information

Staff, volunteers and Board Members are not to use Kirrae Health Service email addresses or logos as part of their personal social media activities.

If an employee publicly lists their job title or place of employment, or shares similar content, it may create a perceived association between their professional duties and the content that they post on social media.

On professional social media platforms, like LinkedIn, Staff, volunteers and Board Members should be aware that their profiles are an expression of both the organisational brand and the Staff, volunteers and Board Members personal brand. It is imperative that these brands are aligned and consistent, and both organisation and employee share the responsibility to uphold the reputation of each other.

Staff, volunteers and Board Members are advised to exercise due diligence and thoughtful consideration when selecting content to share on social media platforms and uphold their commitment to the Code of Conduct.

### **7.6 Interacting with the Company social media accounts**

Kirrae Health Service is highly active on social media and has a growing presence on platforms such as Facebook and Instagram.

Staff, volunteers and Board Members are encouraged to interact (e.g., 'like' and/or share posts) with the content published on Kirrae Health Service's social media platforms.

Staff, volunteers and Board Members must not respond to public comments or answer any questions published on our social media posts or other social media accounts on behalf of Kirrae Health Service unless it is part of their job role. Staff, volunteers and Board Members should speak to Kirrae Health Service Quality and Administration Coordinator, Supervisor or CEO regarding any comments and/or questions they feel need to be addressed by the organisation.

### **7.7 Security Risks**

Social media sites can contain a significant amount of personal information. Accordingly, it is in the best interests of Staff, volunteers and Board Members to ensure appropriate and effective security and/or privacy settings are established, where available, to allow restricted access to their sites. Regardless of the security/privacy settings and because social media is social and digital in nature, content intended to be private may become public. Before posting, Staff, volunteers and Board Members must consider carefully what would happen if their words or images were visible to a wider audience.

Even on social media platforms like Snapchat that are designed to be impermanent, content can be captured. For example, a photos or screenshots can be taken of offensive content posted on social media and continued to be shared. Similarly, social media content can be illegally accessed by cyber criminals or criminal organisations.

Organisations or entities have no control over how social media platforms operate as they are third party sites. It is recommended that Staff, volunteers and Board Members exercise caution with respect to the type of information that they post on social media sites.

## **7.8 Reporting**

It is expected that all Staff, volunteers and Board Members will comply with this policy.

Staff, volunteers and Board Members who fail to comply with this policy may be subject to counselling, directions to withdraw posted material, or disciplinary action, which may include termination.

All Staff, volunteers and Board Members have an obligation to immediately report any breach of this policy to their supervisor and the supervisor is to report any breach of this policy or seek advice from senior management.

Staff, volunteers and Board Members should speak with their supervisor if they have any concerns regarding this policy.

## **7.9 Using Social Media Accounts on Work Time**

Limited, reasonable use of personal social media during work hours is permitted as long as it's in line with the Code of Conduct and other policies and guidelines.

If an employee's personal social media use begins to interfere with their work, they should take the steps needed to minimise distraction from social media during the workday such as changing alerts and settings; consider putting devices out of reach. Staff, volunteers and Board Members should talk to their supervisors, who will provide direction about what is appropriate use of social media.

Staff, volunteers and Board Members should be conscious of how their behaviour is perceived by others: for example, checking mobile devices in meetings or during client clinical consults can be seen as disrespectful to those who are speaking, and overuse of social media may be seen as misuse of work time.

In addition to the misuse of work time, using social media in the workplace can also be a problem if it conflicts with an employee's job duties. For example, if engaging in social media activities at work or on work equipment contribute towards earning money elsewhere (e.g., online marketing for a private business), that's a violation of the Code of Conduct.

## **8. Publishing work content on private social media accounts**

### **8.1 Publishing work content on personal social media accounts**

Staff, volunteers and Board Members should not post content to their personal social media accounts of themselves or any other employee in a workplace context or exercising

official duties unless authorised to do so and with express permission from everyone identifiable within the posted content.

## 8.2 Publishing work content on professional social media accounts

Staff, volunteers and Board Members may publish Kirrae Health Service related content to professional networking social media accounts (e.g., LinkedIn) however, in doing so, Staff, volunteers and Board Members are reminded of their obligations as prescribed in Sections 3 and 4 of this policy.

## 9. Responsibilities

### Board of Management:

- To ensure there is a clear Social Media Policy for Kirrae Health Service
- To understand and comply with the principles of this policy
- To report any breach of this policy immediately to the Chairperson, other Board Member or the CEO

### Practice Manager (CEO)

- To understand and comply with the principles of this policy
- To support the Board and Management Team when this policy has been breached.

### Supervisor/Managers:

- To understand and comply with the principles of this policy
- To provide guidance to Staff, volunteers and Board Members on this policy
- To speak to the CEO for further guidance on the contents of this policy
- To report any breach of this policy immediately to the CEO
- To support the Executive Director, Corporate Services when this policy has been breached

### Staff and Volunteer Responsibilities:

- To speak to their supervisor or member of the Management Team for further guidance on the contents of this policy
- To report any breach of this policy immediately to their supervisor or member of the management team

### Reception Staff Responsibilities:

- Monitor KHS social media each day
- Plan social media posts each week in conjunction with supervisor

### Policy Review

This policy will be reviewed at least every 2 years

### Related documents

- KHS Code of Conduct
- KHS Code of Ethics

- KHS Anti-discrimination and Harassment Policy
- KHS Discipline Policy
- KHS Feedback and Complaints Policy
- Code of Ethics for Nurses in Australia
- Nursing and Midwifery Board Ahpra Code of Conduct for Nurses
- Risk Management Policy
- Information Privacy Act 2000

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