



2.1 Social Media Policy

PURPOSE

The purpose of this policy is to set out the expectations INTENSIVE CARE AT HOME has of its employees who engage in the use of social media in their own time.

SCOPE/COVERAGE

This policy applies to all employees at all sites of INTENSIVE CARE AT HOME.

DEFINITIONS

- **Social media**
Media that are created to be shared freely, and use highly accessible publishing technology online including: blogs, podcasts, discussion forums, Wikis, video sharing sites (*YouTube*), and social networks like *MySpace*, *Facebook*, *Twitter*, *LinkedIn* and *Flickr*.
- **Blog**
Websites that allow users to reflect, share opinions and discuss various topics in the form of an online journal, while readers may comment on posts.
- **Podcast**
A collection of media files (audio or visual) distributed over the internet, often using syndication feeds, for playback on portable media players and personal computers.
- **Wiki**
Allows users to create, edit and link web pages easily – often used to create collaborative websites (Wikis).

POLICY

This policy is intended to ensure compliance with the law, including confidentiality obligations, other ethical considerations and good taste. Social media include media such as blogs, podcasts, discussion forums and social networks.

PERSONAL SOCIAL MEDIA ACCOUNTS

When engaged in social media sites, all INTENSIVE CARE AT HOME employees are expected to:

1. Adhere to the requirements detailed in INTENSIVE CARE AT HOME's policies and guidelines

All activity must comply with existing INTENSIVE CARE AT HOME's policies and guidelines, including the Security Policy; Privacy Policy; Guidelines on Health Information Privacy; Guidelines on the Privacy of Staff Information; and the INTENSIVE CARE AT HOME Code of Conduct.

2. Be respectful

Employees must not post any material that would be considered by a reasonable person to be obscene, defamatory, profane, threatening, harassing, abusive, hateful, or embarrassing to another person or entity, when posting on social media sites

3. Abide by the law

Employees must not post content or conduct activity that breaches any state or federal law. It is critical that all INTENSIVE CARE AT HOME employees abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

4. Not disclose proprietary information

Employees must not disclose any confidential or proprietary information of, or about, INTENSIVE CARE AT HOME, its contractors, other employees or suppliers. This may include, but not be limited to business and financial information.

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5. Maintain Customer confidentiality

Employees must not disclose any Customer information of any kind on any social media site without the prior approval of the Director of INTENSIVE CARE AT HOME. If an individual's name is not used, but there is still a reasonable basis to believe that the person could be identified from information posted (or could identify themselves from the information), then its use or disclosure could still constitute an offence under the *Health Services Act 1988* (Vic) and/or the *Mental Health Act 1986* (Vic).

6. State that your opinions are your own

When blogging or posting online on topics that relate to INTENSIVE CARE AT HOME and its practices, it is necessary to state that your opinions are your own and not that of your employer.

7. Public comment

When making a comment in a private capacity, INTENSIVE CARE AT HOME employees ensure their comments are not related to any of INTENSIVE CARE AT HOME's activity that they are involved in or connected with as an employee at INTENSIVE CARE AT HOME and make it clear that they are expressing their own view. They ensure that personal comments do not compromise their capacity to perform their role at INTENSIVE CARE AT HOME in an unbiased manner, and that their comments are not seen or perceived to be an official comment.

8. INTENSIVE CARE AT HOME hosted social media accounts

INTENSIVE CARE AT HOME has a corporate presence on social media to facilitate expanding communication opportunities for customers, employees and other stakeholders in the communities served by INTENSIVE CARE AT HOME. All INTENSIVE CARE AT HOME-hosted social media accounts and sites will be coordinated and managed by INTENSIVE CARE AT HOME.

REQUIREMENTS

Policy application

This policy applies to all INTENSIVE CARE AT HOME's employees using social media. It also applies when the employee's INTENSIVE CARE AT HOME's affiliation is identified, known or presumed.

INTENSIVE CARE AT HOME reserves the right to monitor the use of its information systems and may access and disclose any improper use or breaches of the conditions of use of INTENSIVE CARE AT HOME's Information Systems.

Breaching the conditions of access to social media and blogs is regarded as serious misconduct which will result in appropriate disciplinary action, which may include dismissal.

MONITORING

- Social media and blogging activities via any INTENSIVE CARE AT HOME system are subject to monitoring.
- Social media activity may be monitored by INTENSIVE CARE AT HOME to report any potential media issues, report positive/negative feedback, internet traffic, or breaches of this policy or the INTENSIVE CARE AT HOME Social Media Guidelines.

REFERENCES

Charter of Human Rights and Responsibilities Act 2006 (Vic)¹