

CLINIC SOCIAL MEDIA POLICY

The DOCTORS Hope Island | GP Medical Centre

Effective Date: 1st July 2025

Review Date: 1st December 2025

1. Purpose

This policy ensures that all social media activity conducted by or on behalf of **The DOCTORS Hope Island** complies with relevant laws, ethical obligations, and professional standards. It protects the clinic's reputation and patient confidentiality while supporting responsible use of online platforms.

2. Scope

This policy applies to:

- All clinic staff, including GPs, nurses, allied health professionals, admin staff, contractors, and students
- Official clinic social media channels (e.g., Facebook, Instagram, LinkedIn)
- Any personal social media use where the clinic, its staff, or patients may be identified or discussed

3. Legal & Regulatory Compliance

All social media activity must comply with:

- *Privacy Act 1988 (Cth)*
- *Information Privacy Act 2009 (QLD)*
- *Ahpra Social Media Policy and Code of Conduct*
- *Advertising guidelines under the National Law*
- *RACGP Standards (5th edition) – particularly Criterion C6.4 (Information security)*

4. General Principles

- Maintain confidentiality: Do not post or share any patient information or photos, even if de-identified, without explicit written consent.
- Represent the clinic professionally and accurately.
- No clinical advice: Social media posts must not contain personal medical advice.
- Be respectful and inclusive.
- Personal views must be clearly personal and not reflect the clinic's views.

5. Use of Clinic Social Media Accounts

- Only designated staff may post on official clinic pages.
- Posts must be pre-approved by the Practice Manager or Clinic Director.
- Do not publish patient testimonials.
- All content should be reviewed for accuracy and privacy risk.
- Do not address emergencies or clinical care via social media.

6. Personal Use by Staff

- Do not reference the clinic, its patients, or coworkers in harmful ways.
- Avoid posting in clinic uniform or on premises without approval.
- Do not engage in personal social media communication with patients.
- Breaches may result in disciplinary action, including mandatory Ahpra reporting.

7. Privacy & Security

- Avoid using personal devices for managing clinic accounts unless approved and secure.
- Follow the Australian Privacy Principles (APPs).
- Restrict social media access on clinic computers to approved users.

8. Breaches & Reporting

- Report any potential or actual social media breach to the Practice Manager immediately.
- The clinic will take appropriate action and notify authorities if legally required.

9. Training & Awareness

- All staff will receive training on this policy during induction and annual refreshers.
- Legislative or policy changes will be communicated to staff.

10. Policy Review

This policy will be reviewed every 12 months or sooner if legislative changes or incidents occur.

11. Example Disclaimer for Social Media Profiles

Information shared on this page is general and not a substitute for personal medical advice. Please contact **The DOCTORS Hope Island** for clinical concerns. Do not post personal health information on this page.