



Media POLICY

Strategic Plan Outcome	Engagement	Date Approved	17 June 2024
Policy Owner	General Manager	Next Review Date	17 June 2026

PURPOSE

This policy provides a framework for authorised Angaston Medical Centre (AMC) employees to:

- Manage the content delivered by AMC through its various media applications when conducting official and non-official AMC business
- Assist in the compliance of AMC's social media privacy responsibilities

SCOPE

This policy applies to all applications that are deemed to be 'media' including social media.

This policy applies to staff authorised to manage and use media to promote the services of AMC and for contributing to social media sites on behalf of AMC.

This policy does not apply to personal use of media where employees and partners publish information in their personal capacity where no reference is made to AMC.

Only authorised users can use the words 'Angaston Medical Centre' and 'AMC' or be part of any group containing any reference to 'Angaston Medical Centre' or 'AMC'.

Only authorised users can add content to applications containing the use of AMC's logo, the words 'Angaston Medical Centre' or 'AMC' or any other reference to the practice.

Unauthorised groups are not to contain AMC's logo, the words 'Angaston Medical Centre' or 'AMC' or any other reference to the practice.

POLICY

AMC is committed to using media to promote its services and achievements and updating the community on current health issues.

Media use is encouraged to increase our community's awareness of AMC services and achievements.

Authorisation

Staff must be authorised by the General Manager to appear in media on behalf of AMC.

Staff must be authorised by the General Manager to maintain and contribute to social media sites on behalf of AMC.

Express authorisation is required by way of completion of Social Media Consent Form.

Authorised persons are Administrators of AMC Social Media site on behalf of AMC and must undertake social media training.

Obligations

All articles and posts must support the achievement of an action in the Strategic Plan.

All articles and posts must reinforce the integrity, reputation and values of AMC.

All articles and posts must be consistent with AMC's branding strategy.

All articles and posts must contain plain Australian English spelling and grammar.

Photos must have an explanation of the context of the situation presented.

When using social media on AMC's behalf, authorised staff:

- Are responsible for maintaining, updating and responding to items instigated by them personally
- Must abide by the general responsibilities of AMC's Code of Conduct
- Must understand and comply with relevant legislation e.g. privacy, defamation, anti-discrimination, copyright and trade mark laws

Content

Content must:

- Be aimed at being informative for the health benefit of the general public
- Provide information on achievements of AMC
- Provide information on changes to AMC or legislation affecting the general public
- Be accurate, factual and updated when appropriate
- Have express approval from persons featured in photos/videos

Content must not:

- Be political lobbying, comment or contribution to political or social debate
- Be inaccurate or non-factual
- Identify individuals (photographs/video) unless permission is given by the individual
- Compromise an employee or partner's safety
- Contain materials that breach any AMC policy
- Contain materials that may damage AMC's reputation
- Include personal details of employees or partners of AMC
- Contain spam, junk mail or advertising
- Any material considered inappropriate

Reporting

Any negative Social Media activity relevant to AMC will have trends monitored quarterly and reported at a Board meeting.

Private Social Media Accounts

As employees are part of the AMC brand, employees are not to post any content on private social media accounts that can be in any way related or interpreted to be connected with AMC, including group posts that have negative connotations not in line with AMC values promoting health and wellbeing.

SUPPORTING DOCUMENTATION

Social Media Consent Form

RELATED POLICIES

Risk Management - Complaint Policy

HR – Staff Code of Conduct

Communication – Privacy Policy

REFERENCES

Privacy Act (Cth) 1988

Australia Privacy Principles

Copyright Act 1968 (Cth)

Defamation Act 2005 (SA)