



Human Resources Management Policy

- HR70 - Social Media

Policy Statement

This policy contains the Beechworth Health Service rules in relation to social media. It has been developed to inform staff, contractors, students on placement and volunteers about using social media so they feel empowered to participate, while being mindful of their responsibilities and obligations BHS values and Employee Code of Behaviour.

Process

Private and Official Use

Whether using social media for official or private purposes, all users should be aware that content published on social media sites is publicly available - even on their personal accounts. As such, you should ensure:

- You are mindful that your behaviour is still bound by BHS' values and Code of Employee Behaviour - even outside work hours.
- You don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity.
- Your comments are not or could be perceived to be:
 - Made on behalf of BHS rather than an expression of a personal view
 - So harsh or extreme in your criticism of BHS, that they raise questions about your capacity to work professionally.
 - A gratuitous personal attack connected with your employment or contractual arrangement with BHS.

Official use: Using social media tools when acting as an official representative of the Victorian public sector.

Private use: Using social media tools in a private capacity

(Definitions from Guidance for Use of Social Media in the Victorian Public Sector, State Services Authority)

Procedure

Beechworth Health Service uses the Social Networking site of Facebook which employees of BHS are encouraged to access but not during working hours, unless being used in the course of employment

The BHS Code of Conduct applies to social media, and staff participating in social media are subject to the same standards of behaviour that would apply when appearing at a public forum or in any other form of media. Further, when commenting within social media forums, staff should consider if their comment is authorised in relation to their role in the workplace or whether the information they are divulging is information acquired through work.

All BHS staff, contractors, students on placement and volunteers should make themselves aware of the risk and implications of using any social media sites, especially comments that may potentially or actually damage the reputation or breach privacy of confidentiality of others, including:

- Persons in their care
- Persons formally in their care
- Colleagues
- Managers or employees
- Contractors, students on placement and volunteers

All BHS staff, contractors, students on placement and volunteers should be aware that failure to comply with the Social Media policy may result in disciplinary actions, termination of contractual arrangements, student on placement and volunteer arrangements.

Outcome

Staff, Contractors, Volunteers and Students on placement have an understanding of Social Media and how it pertains to them and its use within the workplace and a broad understanding of responsibilities and obligations under BHS values and Code of Conduct.

Definitions

Social media

Social media is the term used for internet based tools and digital media for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Social media may include (although is not limited to):

- Social networking sites (e.g. Facebook, LinkedIn, Myspace, Google Plus)
- Video and photo sharing websites (e.g. Flickr, YouTube)
- Blogs, including corporate blogs and personal blogs
- Micro-blogging (e.g. Twitter)
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- Wikis (e.g. Wikipedia)
- Vod and podcasting
- Email and instant messaging.

Social media also includes all other emerging electronic/digital communication applications.

Quality & Risk Management

Goal	Risk	Rating (with controls as per this policy)	Required actions
All staff, contractors, student placements and volunteers understand their responsibilities and obligations in relation to social media	Damage to reputation and potential breach of privacy or confidentiality	Freq= Unlikely Conseq = Minor Rating = Low (3)	<ul style="list-style-type: none"> • Manage with routine procedures • Monitor Trends •

Policy Quality Improvement Action Plan

Specify accountability	<ul style="list-style-type: none"> • Regular policy review.
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and responsibility	
Monitor Trends	<ul style="list-style-type: none"> All PDs will be reviewed regularly as above or three yearly.
Education	<ul style="list-style-type: none"> The Human Resource Committee will monitor the use of this policy. Regular posting of document to intranet and notice boards.
Quality Improvement	<p>Quality Improvement to this policy will be informed at review by:</p> <ul style="list-style-type: none"> Feedback (if any)

Document Control

Standards	<ul style="list-style-type: none"> National Safety and Quality Health Service Standards Standard 1 Governance for Safety and Quality in Health Service Organisations Aged Care: Regulatory Compliance 1.2 Community Care Common Standards Standard 1 Effective Management
References	<ul style="list-style-type: none"> Guidance for Use of Social Media in the Victorian Public Sector. Code of Conduct for the Public Sector Org Wide Policy 55 – Employee Code Of Behaviour
Approving Committees	<p>Finance Resources and IT Services Committee</p> <p style="text-align: right;">Approval Date: 04/09/2014 Approval Date:</p>
Contact Point	M. Ashcroft, Chief Executive Officer
Review Dates	<p>Issue Date: 05/12/2011 Last Review: 16/09/2014 Next Review: 04/09/2017</p>