



# Human Resources Management Policy

## - HR70 - Social Media

### Policy Statement

It is expected that the personal use of social networking sites is explicitly for personal matters only. Social networking sites are not to be used by staff members during working hours unless authorised by the relevant Divisional Director to do so for business purposes. The employee Code of Conduct specifies the obligations of social media usage and applies for all staff, contractors, visiting medical officers or any other parties either directly or indirectly involved in the operations of BHS. This policy applies to all social media.

### Process

---

This policy outlines BHS's management and expectations of all staff, contractors or related third parties regarding the use of social media including networking platforms and web-sites. The use of social networking web-sites allows for the posting of publicly visible material in an open and uncontrolled forum. The use of such data may be misused in ways that can do significant harm to the reputation of BHS. Social networking may (inadvertently or intentionally) reveal confidential or proprietary information that breaches sensitive details about staff, residents, patients, visitors or, activities concerning BHS.

In the case of such a breach, BHS may be subject to complaints of harassment or discrimination. More specifically, BHS would be concerned if employees posted offensive language, pictures or any work related information on social networking sites that can when viewed by the general public could lead to formal complaints and or litigation.

No references, images, intellectual property, documents, brands or any other such related material regarding the day-to-day operations of BHS is to be used on social networking sites. In the case that a breach is found, staff members may be subject to disciplinary proceedings, which may result in the termination of employment. In the case of a suspected breach, the following measures will be undertaken:

The Department Manager is to report the suspected breach to the appropriate line manager

Human Resources are to be informed of the breach and will support the investigation of the suspected breach.

In the case of an 'established breach', the staff member will be subject to disciplinary measures outlined in the relevant Enterprise Agreement and/or the BHS disciplinary policies. In some cases the staff member may be subject to their employment being terminated.

Legal proceedings taken by a third party against a staff member may render the staff member personally liable for any actions or costs relating to the defence of legal proceedings actions taken against them.

### Guidelines:

The following measures apply when staff are personally using on-line social-websites/platforms:

- Do not use social media to bring BHS into disrepute
- Show respect for human dignity and adhere to BHS missions and values.
- Do not imply BHS endorsement of personnel views.
- Do not become a patients or clients friend or invite a patient or client to become your friend on online social websites/platforms.
- Do not discuss clients, residents or patients
- Ensure confidentiality of information obtained through BHS is maintained.

- Never post photographs of yourself engaging in illegal, offensive, compromising or inappropriate activity.
- Never post photographs of yourself engaging in conduct in the workplace which may be deemed inappropriate.
- Be aware that anything you post on on-line social-websites/platforms about work or work colleagues may be used against you, Never use a work computer to access on-line social-websites/platforms
- Ensure the privacy setting on your personal computer does not allow for public access. (re phrase "Be aware of privacy settings on your computer)
- Never post critical comments about your place of work, residents, clients, patients or criticise your employer, manager or other staff members. Don't update your online status about work related matters.

**Note:**

The Australian Nursing and Midwifery Federation provides relevant guidance via a policy on *Use of Social Media and Online Networking*.

## **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"> <li>Manage with routine procedures</li> <li>Monitor Trends</li> </ul>

## Policy Quality Improvement Action Plan

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

## Consultation

Validated by: Finance Resources & IT Services Committee.

Mark Ashcroft, Chief Executive Officer on behalf of the Finance Resources & IT Services Committee.

Dated: 24<sup>th</sup> July 2018

## Document Control

<b>Standards</b>	<ul style="list-style-type: none"> <li>National Safety and Quality Health Service Standards Standard 1 Governance for Safety and Quality in Health Service Organisations</li> <li>Aged Care: Regulatory Compliance 1.2</li> <li>Community Care Common Standards Standard 1 Effective Management</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>Guidance for Use of Social Media in the Victorian Public Sector.</li> <li>Code of Conduct for the Public Sector</li> <li>Org Wide Policy 55 – Employee Code Of Behaviour</li> </ul>
<b>Approving Committees</b>	Finance Resources and IT Services Committee Approval Date: 24/07/2018 Approval Date:
<b>Contact Point</b>	M. Ashcroft, Chief Executive Officer
<b>Review Dates</b>	Issue Date: 05/12/2011      Last Review: 24/07/2018      Next Review: 24/07/2021