



# Lakeside Medical Practice Warilla

## Social Media Policy

This policy outlines the appropriate use of social media by staff, contractors, and healthcare professionals at Lakeside Medical Practice. It aims to protect patient privacy, maintain professional standards, and promote a positive and trustworthy online presence.

This policy applies to:

- All team members, including clinical and non-clinical staff
- Students, contractors, and volunteers
- Both personal and professional use of social media platforms (e.g., Facebook, Instagram, LinkedIn, X/Twitter, TikTok, YouTube)

### General Principles

- All online conduct must be **professional, respectful, and culturally appropriate**.
- Team members must not post, share, or comment in a way that could **damage the reputation** of Lakeside Medical Practice, its patients, or staff.
- All online activity must comply with:
  - **Privacy Act 1988 (Cth)**
  - **AHPRA Social Media Guidelines**
  - **RACGP Standards**
  - **Code of Conduct for Health Workers (NSW)**

### Official Practice Social Media Accounts

#### Content Management

- The **Practice Manager or delegated staff** are responsible for creating, reviewing, and publishing content.
- Content may include:
  - Health promotion information
  - Practice updates (e.g., new services, hours)
  - Staff introductions
  - Public health alerts

#### Community Interaction

- Lakeside welcomes patient engagement but reserves the right to **hide, delete, or report** comments that are:
  - Offensive, abusive, or defamatory
  - Spam or promotional in nature
  - Health complaints better addressed offline
- Social media pages are **not monitored for urgent clinical enquiries**.

## **Personal Use of Social Media by Staff**

### **Professional Boundaries**

- Staff must maintain **clear boundaries** with patients online.
- **“Friending” or following patients** on personal accounts is strongly discouraged.

### **Confidentiality and Privacy**

- Do not post any **identifiable patient information**, even with consent.
- Do not discuss patient cases, staff matters, or internal operations on personal accounts.

### **Representing the Practice**

- Staff must not represent themselves as speaking on behalf of the practice unless formally authorised.
- Personal posts must not use the practice logo, branding, or imagery without approval.

### **Prohibited Social Media Activity**

Staff must not:

- Share or discuss confidential or sensitive workplace matters
- Post photos taken within the practice without consent
- Disclose information gained through employment at Lakeside
- Make unsubstantiated health claims or advice
- Engage in online arguments or negative commentary involving the practice, patients, or colleagues

### **Breach of Policy**

Any breaches of this policy may result in:

- Disciplinary action, up to and including termination of employment
- Referral to AHPRA (for registered practitioners)
- Legal consequences for defamation, privacy breaches, or professional misconduct