

1. SOCIAL MEDIA POLICY

CURRENT AS OF 9TH DECEMBER 2021

This policy applies to all employees of Beacon Family Healthcare.

OVERVIEW

This policy covers employee interaction and representation of Beacon Family Healthcare across all communication channels and social media platforms

PURPOSE

To define the rules for each employee when engaging in social collaboration, regardless of toolset, forum or medium. To also uphold the professional standards of Beacon Family Healthcare

BACKGROUND

Beacon Family Healthcare recognises employees use social media and that the lines between work and home are becoming increasingly difficult to identify with the use of mobile devices.

Employees are personally responsible for the content they publish in a personal or professional capacity on any social media platform.

This policy does not apply to staff members' personal use of social media platforms where they make no real or perceived reference to Beacon Family Healthcare, it's staff, it's clients/patients, services, business partners, government, suppliers or other stakeholders.

DEFINITIONS

Social Media

Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. People use social media to talk, participate, share, network and bookmark online. Social media can include text, audio, video, images, podcasts and other multimedia communications, and is also known as Social Networking. Social media includes, but is not limited to:

- Email
- Social networking sites (Facebook, Twitter, LinkedIn, Google Plus)
- Video and photo sharing (Flickr, YouTube)
- Blogs, including personal and corporate blogs
- Micro-blogging
- Online forums and discussion boards
- Wikis (Wikipedia)
- Podcasting

Employees

In this policy, employees include permanent staff and executives, contractors, temporary staff, trainees and students on placements.

Practice

In this policy, 'the practice' may be used interchangeably with the employers trading name:
Beacon Family Healthcare

POLICY

No images, content or confidential information from within Beacon Family Healthcare or Management is to be posted on any social media platform without express permission of the Beacon Family Healthcare management team. Employees should not respond to comments and reviews left by patients and clients without prior authorisation from the management team.

Where an employee's comments or profile can identify them as a Beacon Family Healthcare employee, that employee:

- Must ensure any online communication is consistent with Beacon Family Healthcare Code of Conduct, values, policies and applicable laws.
- Write on all postings that the stated views are your own and are not those of Beacon Family Healthcare
- Must not imply you are authorised to speak as a representative of Beacon Family Healthcare
- Must not make any comment or post any material that might otherwise cause damage to Beacon Family Healthcare's reputation or bring it into disrepute.
- Must not post material that includes confidential/proprietary information or trade secrets, or information that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, or sexist.
- Must not use a Beacon Family Healthcare logo without written permission from management
- Can only disclose and discuss publicly available information.
- Must adhere to the Terms of Use of the relevant social media platform, as well as copyright, privacy, defamation, contempt of court, discrimination and other applicable laws, and Beacon Family Healthcare's Privacy Policies.

COMPLIANCE

- Beacon Family Healthcare reserves the right to initiate action against any staff member, in accordance with the organisation's Disciplinary Procedure, who uses social media in a manner that could be considered inappropriate or not consistent with this policy or any other practice policy.
- Management will consider the nature and severity of the post, the source of the post, whether a Beacon Family Healthcare or management team was named, if the post is public, if other workers have seen the post, if the Beacon Family Healthcare name has been damaged or the

Health Industry has been damaged, and or if the comment was impulsive or deliberate when considering any disciplinary action.

- Disciplinary action may include termination of employment or disengagement of external contractors.

DISCLOSURE OF INAPPROPRIATE USE

Where an employee becomes aware of inappropriate or unlawful online content that relates to Beacon Family Healthcare, or content that may otherwise have been published in breach of this policy the situation and circumstances should be reported immediately to the Practice Director.

PERSONAL USE

This policy does not discourage nor unduly limit employees using social media for personal expression or other online activities in their personal life.

Employees should be aware of and understand the potential risks and damage to Beacon Family Healthcare that can occur, either directly or indirectly from their personal use of social media and should comply with this policy to ensure that the risk is minimised.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Practice Director on how to comply with the following obligations.

To avoid breaching this policy, employees must:

- Only disclose and discuss publicly available information
- Ensure that all content published is accurate and not misleading and complies with all relevant practice policies and other legal and professional requirements
- Expressly state that stated views are personal and are not representative of the practice
- Behave politely and respectfully
- Adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and the Practice's Privacy Policy.

Employees must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- Imply that they are authorised to speak as a representative of the company, nor give the impression that the views expressed are those of the company
- Use the identity or likeness of another employee, contractor or other member of the company
- Use their practice email address or any practice logos that may give the impression of official support or endorsement of their personal comment
- Use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor of the company
- Post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or contractor of the Practice

- Comment or post any material that might otherwise cause damage to the practice's reputation or bring it into disrepute

When accessing social media while at work, you must do so in accordance with Beacon Family Healthcare's Internet and Email Usage policy, which requires you to use these resources reasonably, in a manner that does not interfere with your work, and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- Accessing Facebook during an official break time
- Replying to a family member's email
- Paying bills online during a meal break

It does not include promoting personal business or private enterprise

Policy Review Statement

Beacon Family Healthcare's management team is responsible for reviewing this policy.