

SOCIAL MEDIA

POLICY®

DOCUMENT SUMMARY/KEY POINTS

- The principles for using Social Media are outlined in other MoH and State Government policies. This document is to be read in conjunction with:
 - The NSW MoH Code of Conduct:
http://www1.health.nsw.gov.au/pds/Pages/doc.aspx?dn=PD2015_049
 - NSW Government's Social Media Policy:
<https://www.finance.nsw.gov.au/ict/resources/nsw-government-social-media-policy-and-guidelines>
 - NSW Health Privacy Manual:
<http://www.health.nsw.gov.au/policies/manuals/Pages/privacy-manual-for-health-information.aspx>
- Only authorised staff may use *official* social media channels.
- Social media should be used in a manner consistent with public sector values, legal requirements and the NSW Ministry of Health Code of Conduct.
- Specific consent must be attained for all images posted on social media platforms. Refer to the Photography policy for details.
- Public Relations should be advised before videos for YouTube are uploaded and all Hospital videos should be uploaded to the Hospital's YouTube channel.
- If participant recruitment materials for Clinical Trials are to be uploaded or advertised using social media, **prior ethical approval is required.**
- **Contact Public Relations/Public Affairs** for all Social Media enquiries.
- **Line Manager** and/or **Internal Audit Manager** must be notified if Social Media is misused at SCHN.

Misuse of social media at SCHN is a breach of the NSW MoH Code of Conduct and disciplinary action may result.

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| Approved by: | SCHN Policy, Procedure and Guideline Committee | |
| Date Effective: | 1 st January, 2018 | Review Period: 3 Years |
| Team Leader: | Public Relations Manager | Area/Dept: Community Relations & Marketing |

CHANGE SUMMARY

- N/A – new policy.

READ ACKNOWLEDGEMENT

- All SCHN staff are to read and acknowledge they understand the contents of this policy.

TABLE OF CONTENTS

| | | |
|----------|---|----------|
| 1 | Introduction..... | 3 |
| 1.1 | Social media: | 3 |
| 1.2 | This policy is intended to:..... | 3 |
| 1.3 | Related Social Media Policies..... | 3 |
| 2 | Official Use of Social Media at SCHN | 3 |
| 2.1 | Background | 3 |
| 2.2 | Risks..... | 4 |
| 3 | Procedure for using Social Media at SCHN | 4 |
| 3.1 | General..... | 4 |
| 3.2 | Use of Official Social Media Channels at SCHN | 5 |
| 3.3 | Personal use of Social Media Accounts at SCHN | 5 |
| 4 | Official Use of Social Media | 6 |
| 4.1 | The Children’s Hospital at Westmead (CHW) | 6 |
| 4.1.1 | <i>Current use of Official social media at CHW</i> | <i>6</i> |
| 4.1.2 | <i>Community Engagement on Official Social Media at CHW</i> | <i>6</i> |
| 4.1.3 | <i>Governance</i> | <i>7</i> |
| 4.2 | Sydney Children’s Hospital (SCH) | 7 |
| 4.2.1 | <i>Current use of social media at SCH</i> | <i>7</i> |
| 4.2.2 | <i>Governance</i> | <i>8</i> |
| 5 | Contacts | 8 |
| 5.1 | Using Social Media at SCHN | 8 |
| 5.2 | Misuse of Social Media at SCHN | 8 |

1 Introduction

1.1 Social media:

- Refers to internet services used for the generation, dissemination, and discussion of information in textual, pictorial, audio or video formats. It includes all forms of current and future tools used for digital interactions between people.
- Channels allow people to interact online in a 'social' manner, whether for personal and professional reasons.
- Involves a number of digital platforms, including Facebook, Twitter and Instagram or other internet forums such as live chat, weblogs, social blogs, microblogs, wikis, podcasts and social bookmarking.
- Enables users to share information widely and very quickly.
- Enables users to come together to provide and share information relating to a common theme.

1.2 This policy is intended to:

- Protect the privacy of patients, their families and staff
- Ensure that professional boundaries are maintained in the personal use of social media platforms.
- Ensure that authorised spokespeople only use social media platforms on behalf of SCHN entities.

1.3 Related Social Media Policies

This document is to be read in conjunction with:

- The **NSW MoH Code of Conduct**:
http://www1.health.nsw.gov.au/pds/Pages/doc.aspx?dn=PD2015_049
- **NSW Government's Social Media Policy**:
<http://www.advertising.nsw.gov.au/strategic-communications/social-media-policy>
- **NSW Health Privacy Act Manual**:
<http://www.health.nsw.gov.au/policies/manuals/Pages/privacy-manual-for-health-information.aspx>
- Photography and Video Recording of Paediatric Patients Policy (under review)

2 Official Use of Social Media at SCHN

2.1 Background

- Social media is increasingly integrated with other mainstream communication channels.

- Social media is important to use within communication and engagement mix because:
 - it provides a cost effective means of engaging with an audience
 - it is used by a growing number of people across different demographics
 - the platforms are inexpensive;
 - various parties can contribute building co-creation of value;
 - of the ability for content to be shared in networks, achieving greater reach;
 - of the ability to respond quickly to emerging issues.
- Unique Characteristics of Social Media:
 - Accessibility - social media tools are generally available to anyone at little or no cost;
 - Usability- does not require specialised training or skills;
 - Immediacy – fast dissemination of information and capable of instantaneous responses;
 - Designed to be re-distributed;
 - Conversations – should be between people, not companies;
 - Information is in textual, pictorial, audio or video formats

2.2 Risks

Social media channels have risks that include:

- Conflict between the philosophy of openness that characterizes social media and organisational strategy and management processes.
- Spontaneous and fast responses can be more authentic and credible than organisation communication that is slowed by approval processes.
- Information posted online is public and permanent, even after deletion.
- Limited control of discussion tone or content.
- Available 24 hours a day, 7 days a week (comments may be posted outside of the organisation's capacity to moderate).
- Regular management and monitoring is required.

3 Procedure for using Social Media at SCHN

3.1 General

- Patients and families should be encouraged to respect the privacy of others, but have the right to share their experiences and express their views, unless defamatory.
 - N.B. Patients and families should be made aware that consent is required if images are taken of other patients, families or staff.

Please contact Public Relations for advice if you are concerned.

- **Public Relations should be advised** if staff use their personal social media accounts in a professional capacity. The account will be monitored.

3.2 Use of Official Social Media Channels at SCHN

- **Only authorised staff** may use official social media channels and respond to social media on behalf of the Organisation. The relevant Public Relations Manager at SCHN sites authorises staff for this purpose.
- Social media should be used in a manner consistent with public sector values, legal requirements and the NSW Ministry of Health Code of Conduct.
- The official use of social media at SCHN is centralised and risk managed for SCHN and CHW social media pages.
- SCH's social media presence exists through accounts managed by Sydney Children's Hospital Foundation. SCH has input into content and responses relating to the Hospital, however the Foundation maintains ownership of these social media pages.
- Facebook groups must be authorised and will then be supported
- Official accounts should be used proactively and responsibly including:
 - Respecting privacy and confidentiality at all times.
 - Publishing 'approved' information only in the public domain.
 - Acknowledge copyright and attribute the source of material shared.
- Specific **written consent must be attained for all images** posted on social media platforms. Refer to the Photography policy for details.
- If participant recruitment materials for Clinical Trials are to be uploaded or advertised using social media, **prior ethical approval** is required. (Information on progress of research does not require prior ethical approval.)
- Videos on YouTube must be uploaded to the official YouTube channel and Public Relations advised prior to uploading.

3.3 Personal use of Social Media Accounts at SCHN

- Personal social media accounts should only be accessed outside working hours, unless for the purpose of carrying out your approved duties.
- The Code of Conduct requires that staff avoid any conduct that can bring NSW Health or any of its staff, patients or clients into disrepute.
 - When making public comment, you should **not** indicate or imply that your views are those of NSW Health.
 - It is not appropriate to identify your place of work and then make comments about work, patients or colleagues
 - If you have identified your place of work and comment on your personal account, you can be identified as a worker within NSW Health.

- **Patient details, images or patient care must not be discussed on social media platforms.** Patient privacy should be protected, even if the information about the patient is unidentifiable.
- **Do not** discuss your work or other staff members on social media platforms.
- Colleagues, patients and families should be treated with dignity and respect:
 - Preferably, line managers should not become Facebook 'friends' with staff they manage.
 - Do not connect with patients or their parents on Facebook, Twitter, Instagram, LinkedIn or any other social media sites, or accept invitations to be 'friends' with patients or their families as this crosses professional boundaries, as outlined in the Code of Conduct.
- Consent must be attained before posting images of colleagues on social media platforms.
- Staff should not display their work e-mail or phone number on personal social media sites.
- Avoid any material that may lead to criminal or civil liability; or could reasonably be found to be offensive, threatening, intimidating, abusive or defamatory.

4 Official Use of Social Media

4.1 The Children's Hospital at Westmead (CHW)

4.1.1 Current use of official social media at CHW

- CHW currently has official accounts with Facebook, YouTube, Instagram, Twitter and LinkedIn, *managed* by the CHW Public Relations Department. Bear Cottage has a Facebook account, *monitored* by the Public Relations Department. CHW also manage the SCHN LinkedIn and YouTube accounts.
 - The use of Facebook and Twitter is aligned with media objectives and is focused on engaging audiences for fundraising purposes, to convey health messages and information regarding activities.

These channels promote research, clinical care, educational initiatives and advocate for the health, wellbeing and safety of children. Social media aims to promote the brand and enhance the reputation of The Children's Hospital at Westmead.
 - The YouTube Hospital and Network channel is used as a library for the Hospital and Network's public videos.
 - Instagram is used to engage audiences with Hospital activities.
 - The SCHN LinkedIn page is used to engage professional audiences and networks, to position SCHN as an employer of choice in the industry, and to position SCHN, CHW and SCH experts as leaders in their field.

4.1.2 Community Engagement on Official Social Media at CHW

- The Hospital's social media channels are open to all and user comments and opinions are welcomed and encouraged. Users are free to post their thoughts or feedback and exchange with one another.
- To make sure this site is a safe place for all users, and for legal reasons, **the terms of use** are that *we reserve the right to remove user-generated content*. That is, any of the following shall be removed:
 - Offensive, divisive, aggressive, abusive, defamatory or intolerant
 - Fraudulent, deceptive, misleading or unlawful
 - Trolling, or deliberately derailing discussions
 - Off-topic or business-related
 - Violates the intellectual property right of another individual or entity
 - Spamming in nature
 - Commercial solicitation or solicitation of donations
 - Uses obscene or offensive language
- The views, opinions, and information expressed in user-generated comments remain with the authors.

4.1.3 Governance

- The Public Relations Department manages the Hospital's social media channels to protect the Hospital's reputation.
- Staff using official social media channels must be authorised to do so by the Public Relations Manager.
- Public Relations should be advised before videos for YouTube are uploaded and all Hospital videos should be uploaded to the Hospital's YouTube channel.
- Departments wishing to establish social media channels should first contact Public Relations to discuss their proposed plan.

If the Department wishes to proceed, a short written proposal should be developed covering the need for a channel separate from or additional to, the Hospital channel, identifying the risks and how these would be managed. This should be supported by the relevant program director then submitted to Public Relations for evaluation.

4.2 Sydney Children's Hospital, Randwick (SCH)

4.2.1 Current use of social media at SCH

- SCH's social media presence exists through accounts managed by Sydney Children's Hospital Foundation. This includes Instagram, Facebook, Twitter and YouTube accounts which are managed by the Foundation's Marketing and Communications Team with input from the SCH Public Relations department.
- SCH Public Relations regularly provides content for social media posts to the Foundation relating to Hospital activities, events, and health and advocacy messages.

- SCH Public Relations, together with the SCH Patient Friend, also work closely with the Foundation to respond to queries and complaints related to the Hospital made on social media in a timely manner.
- Departments wishing to have events, fundraising activity or health and advocacy messages highlighted on these channels should contact SCH Public Relations in the first instance who will communicate with the Foundation.

4.2.2 Governance

- Departments wishing to establish social media channels should first contact Public Relations to discuss their proposed plan.

5 Contacts

5.1 Using Social Media at SCHN

- Contact Public Relations for approval to use official Social Media accounts or other general enquiries.

5.2 Misuse of Social Media at SCHN

- **Misuse of social media at SCHN is a breach of the NSW MoH Code of Conduct and disciplinary action may result.**
- Contact your line Manager and/or the Internal Audit Manager for the (suspected) misuse of Social Media.

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