

Sherbourne Road Medical Clinic

5.4.2 Social Media Policy

We currently do not use any form of social media. We have a website which provides patients with information about our services, fees, doctors, nurses and staff. Refer to our policy section 5.4.1 Communication with our Patients via Electronic means.

Regardless of whether social media is used for business-related activity or for personal reasons, the following policy requirements apply to all GPs and practice staff of our practice. GPs and practice staff are legally responsible for their online activities, and if found to be in breach of this policy it could result in employment termination for serious breaches.

Staff are free to personally engage in social media outside of work hours, as long as their actions do not have the potential to bring the practice into disrepute. Staff must not engage in social media during work hours. Employees may not represent personal views expressed as those of this practice.

Any social media posts by staff on their personal social media platforms must not reveal confidential information about the practice or a person who uses the practice (eg staff should not post information relating to patients or other staff, or information concerning the practice's business operations that have not been made public). Staff must not identify patients when posting on social media on any platform.

Staff should respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.

RACGP 5th edition Standards C 6.4