

Social Media Guidelines

A SUMMARY

1. Know and follow the NSW Ministry of Health Code of Conduct and other relevant policies.
2. Be aware when mixing your work and personal lives that the general public don't differentiate – they consider you to be the voice of the District 24/7. Represent us well.
3. Make sure you are authorised to comment on behalf of the District if you 'identify' yourself as a member of staff.
4. If it is official communication, get permission, be dedicated, consistent, listen, plan, contribute regularly, and keep listening
5. Think twice before you publish. Be mindful that what you publish will be public for a long time.
6. Respect copyright, fair use, financial disclosure and privacy laws
7. Take care not to publish information that should not be made public. If you aren't 100 per cent sure, seek advice
8. Respect your audience. Social media is meant to build relationships, engage our stakeholders and collaborate. Don't use slurs, insults, obscenities or engage in any conduct that wouldn't be acceptable in the SLHD workplace.
9. Correct mistakes – we all make them so when you do be quick to admit and correct them.
10. Don't forget your day job – you should make sure that your online activities don't interfere with your job performance.



Social Media Guidelines

IN DETAIL

1. Know and follow the NSW Ministry of Health Code of Conduct and other relevant policies.

- Be aware that what you put online can have repercussions for you.
- Failure to follow SLHD Code of Conduct policies can lead to disciplinary action.
- Please abide by the terms and conditions of the third-party sites you use (eg, Facebook).

2. Be aware when mixing your work and personal lives that the general public don't differentiate – they consider you to be the voice of the District 24/7.

- The boundaries between personal and professional lives are blurred in online social networks.
- Your professional life means others can associate what you say and do online with the organisation.
- Represent us well – ensure that the content you publish meets your work and our professional standards.

3. Make sure you are authorised to comment on behalf of the District if you 'identify' yourself as a member of staff.

- If you are publishing content related to your work, identify yourself as an SLHD employee.
- If your comments are not made through an official SLHD social media account, make it clear that it is your personal opinion.
- As an identified employee, your comments should be impartial, apolitical and professional.

4. If it is official communication, get permission, be dedicated, consistent, listen, plan, contribute regularly, and keep listening

- If you wish to use social media for official SLHD communication, make sure you get your senior manager's permission and the required approvals.
- Social media use needs to be part of an overall communication plan. Have a dedicated staff member champion the account, and listen to what people are saying to keep the conversation going.
- An untended conversation can send the wrong message. If you can't maintain it, don't do it.

5. Think twice before you publish. Be mindful that what you publish will be public for a long time.

- Do not publish anything on social networking sites that you would not want the world, and your employer, to see. If you are unsure, don't post it.
- What you post will be around for a long time and reflects on you personally and professionally.

Make sure that its factually correct and check your spelling and grammar. Seek advice if required.

6. Respect copyright, fair use, financial disclosure and privacy laws

- It is imperative that you show the proper respect for copyright laws and fair use of copyrighted materials produced by others, including user-generated content.
- Acknowledge your source, and link to other people's work when referring to them.

7. Take care not to publish information that should not be made public. If you aren't 100 per cent sure, seek advice

- Do not publish information about clients or patients, even if you don't name them. To do so may be breaking the law.
- If you are not responsible for the information, ask permission to publish content not already public.
- Avoid discussion of industrial or legal issues. Refer these to the relevant facility if asked to comment specifically.

8. Respect your audience. Social media is meant to build relationships, engage our stakeholders and collaborate. Don't use slurs, insults, obscenities or engage in any conduct that wouldn't be acceptable in the SLHD workplace.

- Don't be afraid to be yourself, but do so respectfully. Adopt a polite and considerate tone and avoid crossing the line from debate to personal attack.
- Listen to what people are saying - avoid lecturing, actively encourage others to submit their comments and be empathetic, positive, concise and honest.
- Make it clear that your views and opinions do not necessarily represent the official views of the SLHD.

9. Correct mistakes.

- When you make a mistake, be quick to correct it and admit it.
- If you are correcting a mistake, indicate where the error was and the change you made.
- If it is more serious and could lead to legal action, contact legal services for advice.

10. Don't forget your day job – you should make sure that your online activities don't interfere with your job performance.

- Be aware of personal time spent on social networking while at work.
- When used well, social media provides excellent opportunities for professional networking, ideas exchange and customer feedback.