

Social Media Usage Policy

1. Applies to

This Policy applies to:

- all Calvary staff

2. Purpose

Consistent with our values of hospitality, healing, stewardship and respect, Calvary is committed to providing a just workplace.

Our values underpin the way we relate to patients, residents, clients, work colleagues, the public and our business partners. Emerging online collaboration platforms are fundamentally changing the way we work and engage with fellow employees, patients, residents and clients.

There is a rapidly growing phenomenon of user-generated web content. Blogging, social web applications and networking are emerging as important arenas for engagement and learning. While an employee's access to and use of the above tools outside of the course of employment is a private matter for the employee, issues may arise where Calvary is mentioned or where it is possible to link employees to their contractual relationship with Calvary (e.g. you have listed your employer on your Facebook page).

This Policy has been developed to ensure that Calvary employees are aware of and understand: - Expected standards of behaviour and conduct for Calvary employees in relation to social media usage; and our responsibilities in observing those standards and performing our duties in an ethical and appropriate manner to protect and promote the interests of our patients/residents/clients, partners and customers. - It is mandatory to ensure the lawful, proper, efficient and effective use of social media. The consequences for non-compliance can be severe and include disciplinary action, termination of employment and legal proceedings. This Policy is designed as a minimum standard; State legislation, contractual requirements, regulatory bodies & professional guidelines may require further development of this Policy at a local level. This will be the responsibility of each site to review and address.

3. Responsibilities

Executive and Management

- are to ensure that staff working within their area of management understand this policy
- must investigate any alleged breach of the Code of Conduct by their staff

Employees

- must act in accordance with this policy and any other relevant procedures and legislation when using social media
- report any instances of the posting of inappropriate material, comment or intellectual property in accordance with the policy or Code of Conduct
- use Calvary computers and network connections appropriately and in line with relevant policies

4. Policy

4.1 Privacy and Confidentiality

- Under no circumstances should patients/residents/clients or employees be identifiable or their personal information compromised in any way. All employees should respect the dignity, culture, ethnicity, values and beliefs of patients/residents/clients and colleagues. It is of the utmost importance that personal information obtained as a result of a connection with Calvary be kept private and confidential.
- It is irrelevant that patients/residents/clients or employees are not specifically identified, that it is done during non-working hours or that it is done with the best of intentions.
- Although you may feel you have de-identified patient/resident/client or employee member's information sufficiently, the scenario may still be recognisable.

4.2 Engaging with the Official Calvary Social Media Sites

We encourage employees and VMOs to support the official Calvary Facebook page or Calvary Twitter Account (or other Calvary social media) with the following rules of engagement in place to help protect all users and the interests of Calvary:

- Any material that is unlawful, obscene, defamatory, derogatory, threatening, pornographic, sexually inappropriate, violent, abusive, harassing, hateful, racially, religiously or ethnically offensive, or encourages, evidences or indicates conduct that would be considered a criminal offence, gives rise to civil liability, or violates any law, will be removed.
- Users must not post material that is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights. Spam or links to third party websites will also be deleted.
- Comments posted on this page by our fans are the fan's own opinions and may not be representative of Calvary's opinion.
- By becoming a fan of the Calvary Facebook page, you may receive notifications and advertisements in your news feed. If you do not wish to receive these notifications or be a fan of the page any longer, feel free to unlike the page by clicking on 'Liked' under the cover photograph and select 'Unlike' in the dropdown menu.
- Calvary reserves the right to remove any content.

4.3 Use of Non-Calvary Official Social Media Site

- Unless otherwise authorised by the National CEO or his delegate to assist Calvary engage with our communities on specific issues you are not authorised to represent Calvary. Any discussion of Calvary corporate information or employee information using social media is expressly prohibited. You are also expressly prohibited from building your own site that implies an unauthorised Calvary association, affiliation or Calvary sponsorship.
- All Calvary employees and associates should be aware that participation on blogs and social networking sites such as Facebook or Twitter is subject to the same Calvary policies which apply to their behaviour at work.
- Calvary has no interest in participation by its employees on websites where no mention of Calvary is made and no association with Calvary or its patients/residents/clients is implied. It is important, however, employees should be mindful of the following issues:
 - Information and views can be spread very quickly and very widely through online media and can easily be subject to distortion and misrepresentation. Importantly, once online Material is in the public domain, there is little control or influence over how it might be used or modified.
 - Blog comments remain permanently accessible. Tracking tools can identify the contents of a website at a particular date, even if the contents are later deleted.
 - A search of an employer's name will produce a full list of any blogged comments about that organisation, so that anyone with internet access can find them.
 - Similarly, a search using an email address or individual name will produce a full list of comments made from that address or attributed to that individual.

- Material such as personal revelations, comments and embarrassing photos that are accessible to current and prospective employers may be detrimental to a person's career prospects, depending on the context. It has become more common for recruitment firms to search the internet for information about applicants.
- Employees should understand a website's privacy policy and have applied the appropriate privacy settings in their social network accounts. This will prevent unexpected information sharing and enable users to understand who will store their personal information, and how this information will be used.
- Do not rely on privacy settings for complete protection. It is best practice to always refrain from making "inappropriate comments" in the first instance.
- Before posting a comment or uploading information, employees should strongly consider if they really want that information in the public domain and whether the information is respectful, appropriate or could be considered offensive.

4.3 Breaches of Social Media Policy

- Any breach of this Policy will result in disciplinary action in addition to any other legal consequences which may include termination of employment or contract. Employees may be subject to criminal and/or civil proceedings for any unauthorised publications. Employees should also be aware that they may be subject to formal complaints being made to bodies like the Health Quality & Complaints Commission and the Office of the Australian Information Commissioner. Employees may also be subject to legal action for defamation or breach of privacy.
- A person who can be identified as a Calvary employee and who posted offensive, racist or obscene material even in their own time and using their own resources, could be in breach of this Policy and the Code of Conduct in much the same way as a person could be in breach for shouting offensive, racist or obscene material in public while wearing their Calvary badge.
- Just as you would not use Calvary stationery or letter head for a letter to the editor with your personal views, you must not use your Calvary email address for personal views online. Please refer to the Responsible Use of Technology Policy for guidelines on use of your Calvary e-mail address and accessing internet sites whilst using Calvary resources.
- Breaches of privacy, confidentiality, professional standards and respect and fairness can occur. This in turn results in breaches to Privacy Policy, the Calvary Code of Conduct, as well as Calvary's values. This applies to photos, pictures and comments.

5. Related Calvary Documents

- Calvary Code of Conduct
- Managing Poor Performance & Disciplinary Policy
- Workplace Behaviour Policy
- Responsible Use of Technology Policy
- Calvary Privacy Policy

6. Definitions

- **Calvary** refers to the Little Company of Mary Health Care and all of its employing entities
- **Employees** for the purposes of this Policy refers to:
 - every Calvary employee;
 - contractors/sub-contractors and any of their employees whilst engaged on work for Calvary;
 - visiting Medical Officers;

- students on placement;
- researchers;
- partners and visitors (e.g. Medirest, Local Health District employees);
- volunteers and unpaid employees;
- consultants or consultants' employees whilst on Calvary work; and
- agents who are acting on behalf of Calvary.
- **Social media** includes:
 - Microblogging sites, e.g. Twitter
 - Social networking sites, e.g. Facebook, MySpace
 - Professional networking sites, e.g. LinkedIn
 - Video and photo sharing sites, e.g. YouTube, Flickr
 - Personal blogs
 - Forums and discussion boards, e.g. Yahoo! Groups or Google Groups
 - Online encyclopaedias, e.g. Wikipedia
 - Online communication tools such as Skype (email, voice and picture)

7. References

- Not applicable