

Social Media Policy

Statement

ReGen recognises the use of social media and other online interactions (social media) as an important tool for organisations, as well as for use in a personal capacity. Social Media activity by ReGen creates opportunities to engage new audiences, provide additional support to people who use our services and promote transparency of practice.

This policy is not intended to discourage the use of social media but rather provide best practice tips to support their appropriate use by ReGen employees.

Comments, images and other content posted via social media platforms are as public as if speaking to the media or at a public forum and can have a lasting impact for the individuals concerned and the organisation. It is important that ReGen employees and consumers' (if acting under the auspices of the agency) participation in social media is informed by an understanding of the potential risks to them and the agency.

Purpose

ReGen is issuing the policy to:

1. Establish a culture of openness, trust and integrity in activities around the use of social media
2. Ensure that all employees are aware they must be an authorised representative to make comments in an online environment on behalf of ReGen.
3. Ensure that all employees are aware of ReGen's expectations regarding the use of social media and the already existing employment obligations and workplace policy.
4. Ensure that all employees understand they are responsible for the content they publish in a personal capacity at work and at home and that it is in the public domain.
5. Ensure employees understand their obligations around workplace policies extend to publishing in a personal capacity.

Scope

This policy applies to all ReGen employees and to any consumers or other parties making authorised posts via ReGen's social media accounts (e.g. 'guest curation').

Definitions

'**Social media**' is the term commonly given to websites and online platforms which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. Social media involves building communities or networks, encouraging participation and engagement and is a key communications activity for ReGen.

Social media may include but is not limited to, podcasts, 'wikis' (such as [Bluebelly](#)), message boards, social bookmarking websites (such as [del.icio.us](#)), social networking websites (such as [Twitter](#), [Facebook](#), [LinkedIn](#), [Pinterest](#), [Tumblr](#), [Reddit](#)) and content sharing websites (such as [flickr](#), [YouTube](#) and [Scoop.it](#)). It also includes websites that allow user-generated content or interactions such as comments.

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More definitions are available here [Blog](#), [Creative Commons Licence](#), [Internet](#), [Line](#), [Network](#), [Social Bookmarking](#), [Website](#), [Wiki](#)

Social media platforms are constantly evolving. ReGen's main activity currently occurs on the following platforms:

- Twitter – <https://twitter.com/ReGenUC>
- Facebook (page) – <https://www.facebook.com/ReGenUC>
- YouTube – <https://www.youtube.com/user/ReGenUC>
- Scoop.it – <http://www.scoop.it/u/moreland-hall>
- LinkedIn – <https://au.linkedin.com/in/regenuc>

'**Guest Curation**' is an increasingly common practice on social media platforms. It involves inviting people to post via an organisation's profile for a defined period (from an hour to a week). The practice can serve multiple purposes, such as highlighting different perspectives on an issue, raising the social media profile of guest curators and demonstrating an organisation's commitment to social media principles.

Related Legislation, Policies and Regulations

ReGen

ReGen Code of Conduct

ReGen IT Policy

ReGen Employee Privacy and Confidentiality Policy

ReGen Client Privacy and Confidentiality Policy

ReGen Media Policy

ReGen Employee Equal Opportunity; Discrimination, Harassment and Bullying Policy

ReGen Disciplinary Policy

Federal Legislation

Australian Human Rights Commission Act 1986

Sex Discrimination Act 1984

Disability Discrimination Act 1992

Racial Discrimination Act 1975

Workplace Gender Equality Act 2012

Age Discrimination Act 2004

Fair Work Act 2009

State Legislation

Equal Opportunity Act 2010

Racial and Religious Tolerance Act 2001

Occupational Health and Safety Act 2004

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Accident Compensation Act 1985

Policy

This policy covers professional use of social media, personal use both at work and at home, general guidelines, and breaches.

Professional use of social media as an authorised representative

Before engaging in social media as a representative of ReGen, you must be authorised to comment. To be authorised to comment as an official representative of ReGen you must obtain authorisation from the CEO or delegates.

If you are authorised to comment as an agency representative you must:

- disclose you are an employee/contractor of ReGen, and use only your own identity, or an approved official account or avatar;
- understand the different obligations when using personal versus official accounts and when to use either;
- disclose and comment only on information classified as public domain information;
- ensure that all content published is accurate and not misleading and complies with all relevant ReGen policies;
- ensure you are not the first to make an announcement about ReGen activities (unless specifically given permission to do so);
- comment only on your area of expertise and authority;
- ensure comments are respectful of the community in which you are interacting online;
- report instances of 'trolling' or other communications that have the potential to adversely affect the reputation of ReGen to your supervisor;
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment, bullying and other applicable laws, and ReGen policies.

If you are authorised to comment as an agency representative, you must not:

- post or respond to 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;
- use or disclose any confidential or secure information;
- make any comment or post any material that might otherwise cause damage to ReGen's reputation or bring it into disrepute.

Personal use of social media

ReGen recognises that you may wish to use social media in your personal life, including interactions with ReGen's official accounts. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to ReGen in certain circumstances via your personal use of social media when you can be identified as a ReGen employee. Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

You are personally responsible for the content you publish in a personal capacity on any form of social media platform.

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Where your comments or profile can identify you as an employee of ReGen you must not make any comment or post any material that might breach ReGen consumers' privacy or otherwise cause damage to ReGen's reputation or bring it into disrepute.

Reasonable/unreasonable personal use

When accessing social media via ReGen property, you must do so in accordance with ReGen's IT systems Acceptable Use 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:

- monitoring or participating in AOD-related discussions
- updating Facebook status and posting messages during breaks

Permitted work use where social media is a tool of business

Social media offers opportunities both for extending clinical practice and providing access to professional development resources.

Where you use social media as a tool of business for your role, ReGen recognises the need for you to spend time participating in relevant platforms.

Time involved using social media for these purposes will be as agreed between you and your supervisor.

Guidelines on professional behaviour

Whether or not an employee chooses to create or participate in a blog, wiki, online social network or any other form of online publishing or discussion is his or her own decision. However, emerging online collaboration platforms are fundamentally changing the way employees work and engage with each other, with clients and other stakeholders.

It is important all employees are aware that posting information about ReGen cannot be isolated from your working life. Any information published online can be accessed around the world within seconds and will be publicly available for all to see and potentially to re-quote and re-post on other social networking websites.

Deleting a mistake is an appropriate response (as well as a public apology) on the platform concerned), but offers no guarantee of permanently removing a post from online interactions.

Consider the following guidelines when using social media in addition to the permitted and prohibited use:

- These guidelines must be followed in addition to our **Information Technology** Policy.
- You must ensure that your online activities **do not interfere or cause you to neglect** your role in the organisation, your colleagues or commitments to clients and stakeholders.
- **Clinical practice principles apply** to social media activity. It is important that your online activity be consistent with other elements of your practice. Think of your social media posts as your practice made public.
- Contact with current, potential or previous clients via social media is subject to the same policies as any other client contact. Consider the implications and risks related to professional boundaries, confidentiality and privacy when communicating with current, potential or previous clients and seek guidance if unsure about this
- Employees are **personally responsible** for content published and comments they leave on social media websites, views which could remain in the public domain for a considerable length of time.

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- When you discuss matters relating to the organisation, **identify yourself** with your real name and, when relevant, role in our organisation and write in the first person. You must make it clear that you are speaking for yourself and not on behalf of the organisation unless given authority to do so.
- **Be aware of your association with the organisation** in online spaces. If you identify yourself as an employee in the organisation, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, clients and stakeholders.
- If you publish content or leave a comment on a social media website that is about the work or policy of the organisation or is related to services we provide, **use a disclaimer** such as "These views are my own and don't necessarily represent the views of the organisation"
- **Ask and seek permission first** to publish or report on conversations that are meant to be private or internal to the organisation. **Respect copyright** clauses and don't make reference or quote employees, clients or stakeholders without their approval or it being in the public domain. When you do make a reference, where possible link back to the source.
- **Use of consumer content/images.** Use of images, text or other content that is potentially identifiable with people who are currently using (or have previously used) ReGen's services can only occur with their express permission (see Media Policy: Attachment 1). For people currently undertaking treatment, approval should also be secured from a relevant manager before agreed content is posted.
- **Respect the views of your audience.** Don't engage in behaviour that wouldn't be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory, for example relating to politics, race or religion.
- **Don't be confrontational and be the first to correct your own mistakes**, but don't alter previous posts without indicating that you have done so.
- Most social networking sites or blogs will have **privacy settings**. Consider your own privacy settings.
- **Try to add value.** Social media is about conversations, not broadcasting. Rather than simply stating a position, provide worthwhile information and perspective. If you are making a criticism, be constructive in your approach: offer practical suggestions to help resolve the problem.
- Our organisation is best represented by the people who work here and care about its aims and policies. What you publish or comments you leave may reflect on us. Make sure your participation in social media reflects **ReGen practice and values**.

Monitoring

ReGen reserves the right to monitor use of social media on ReGen equipment, and where ReGen is the subject of social media whether performed during business hours or in employee's personal time subject to the permitted and prohibited use as described in this policy.

Breaches

Employees in breach of this policy will be subject to disciplinary action which may result in termination of employment.

If you see anyone else in breach of this policy discuss this directly with them or report it to your supervisor.

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