



Responsible Manager	Chief Executive Officer		
Contact Officer	Policy and Communications Coordinator		
Review	November 2016		
Associated Documents	<i>Social Media Procedure</i> <i>Member Use of Social Media Guidelines</i>		
Version	Authorisation	Approval Date	Effective Date
1.0	The USANZ Board of Directors	29 November 2014	10 June 2015

1. Introduction, Purpose and Scope

1.1 Introduction

Social media represents a form of online communication through which the USANZ engages with its members and the public. This policy acts in conjunction with the USANZ's *Media Relations Policy* in order to maximise the USANZ's social media reach while protecting its public reputation.

Please note: The official spokesperson of the USANZ is the USANZ President.

1.2 Purpose

This policy sets out the principles that govern the way in which USANZ members or office staff communicate via social media while representing the Society. Social media posts should be in keeping with the image that the USANZ wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

1.3 Scope

This policy applies to USANZ office staff, Board members and USANZ members.

2. Definitions

Social media: "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)."¹

"Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo, Yammer, LinkedIn)
- video and photo sharing websites (e.g. Flickr, Instagram, YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. comments or your say feature)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vod and podcasting

¹ Social media - Definition from the Free Merriam-Webster Dictionary. [ONLINE] Available at: <http://www.merriam-webster.com/dictionary/social%20media>. [Accessed 30 October 2014].



- online multiplayer gaming platforms (e.g. World of Warcraft, Second life)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare)²

3. Policy Statement

The USANZ's social media use will be consistent with the following core values:

- **Integrity:** the USANZ will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals.
- **Professionalism:** The USANZ's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff may, from time to time and as appropriate, post on behalf of the Society using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** The USANZ encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.

The USANZ should seek to grow its social media base and use this to engage with existing and potential members and other stakeholders. At the same time, a professional balance must be attained, which avoids placing the organisation's reputation at risk.

Staff and USANZ members using social media, including work-related and personal pages on social networks, should be aware of their obligations under the National Law, including but not limited to the Copyright Act 1968 (Cth), the RACS Code of conduct, the AHPRA Guidelines for Advertising Regulated Health Services and other relevant legislation, such as privacy legislation.

4. Legal & Policy Framework

[Royal Australian College of Surgeons \(RACS\) Code of Conduct](#)

[AHPRA Social Media Policy](#)

[AHPRA Guidelines for advertising regulated health services](#)

5. Implementation

5.1 Roles & Responsibilities

The USANZ's Policy and Communications Coordinator, USANZ Events Manager and USANZ Education Manager have responsibility for:

- Ensuring that all posts are in keeping with the USANZ's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.

² Social media policy - Department of Justice, Victoria. 2014. Social media policy - Department of Justice, Victoria. [ONLINE] Available at: <http://www.justice.vic.gov.au/utility/social+media/social+media+policy>. [Accessed 30 October 2014].



- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

The USANZ Social Media Advisory Committee is responsible for:

- Responding to communications for USANZ staff members regarding the suitability of potential social media posts.
- Notifying the USANZ of articles that may be suitable social media posts.

5.2 Support & Advice

For advice regarding this policy, please contact
Michael Nugara, Chief Executive Officer
Cassandra Smiles, Policy and Communications Coordinator

6. Review

This policy should be reviewed in November 2016.

7. Acknowledgements

Institute of Community Directors Australia
AHPRA Social Media Policy

Appendix A: History

Version	Prepared by	Reviewed by	Authorised by	Approval Date	Effective Date	Sections modified
1.0	Cassandra Smiles	Michael Nugara	USANZ Board of Directors	29 November 2014	10 June 2015	



Responsible Officer		Chief Executive Officer	
Contact Officer		Policy and Communications Coordinator	
Superseded Documents			
Associated Documents		Social Media Policy Social Media Procedures	
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1. Introduction and Scope

Introduction

In using social media, just as with all aspects of professional behaviour, health practitioners should be aware of their obligations under the National Law, RACS Code of Conduct, APHRA Social Media Policy, the Advertising guidelines and other relevant legislation, such as privacy legislation. The following guidelines apply to Society members who participate in social media.

Scope

This document applies to all USANZ members posting to the USANZ or other sites including personal sites.

2. Definitions

See the *Social Media Policy*

3. Guidelines Relating to Member Use of Social Media

- All aspects of the advertising guidelines apply also to Social Media. For example, testimonials or ‘before and after’ photographs that could be perceived to create an unrealistic expectation of outcome in patients is prohibited.
- Members must maintain patient privacy on their business and personal social media pages.
- Members must comply with confidentiality and privacy obligations presenting information in an unbiased, evidence-based context, and not making unsubstantiated claims.
- Members should not share confidential or proprietary information about USANZ.
- Members should write in the first person. Where a connection to USANZ is apparent, members should make it clear that they are speaking for themselves and not on behalf of USANZ. Where a



connection to the USANZ is apparent, members should include this disclaimer on their social media profile: "The views expressed on this [blog; website] are my own and do not reflect the views of USANZ or my Employer".

- If members identify their affiliation to the USANZ, their social media activities should be consistent with USANZ's high standards of professional conduct.
- If members communicate in the public domain about USANZ or USANZ-related matters, they must disclose their connection with USANZ;
- Members should be professional, use good judgment and be accurate and honest in their communications; errors, omissions or unprofessional language or behaviour reflect poorly on USANZ, and may result in liability for members or the USANZ. Members should be respectful and professional to fellow members, business partners, industry partner and patients.
- USANZ strongly discourages "friending" of patients on social media websites. Staff in patient-care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.
- Members' social media names, handles and URLs should not include the USANZ name or logo.

4. Review & History

These guidelines are due for review in November 2016.

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1. Introduction, Purpose and Scope

This procedure formalises and outlines the processes relating to communicating on behalf of the USANZ via social media sites, such as Twitter, Facebook and LinkedIn.

2. Definitions

See Social Media Policy.

3. Social Media Procedure

3.1 Posting to social media

Posts made to social media should:

- be of interest to the USANZ’s members and stakeholders
- be in keeping with the interests of the organisation and its constituted aims
- be approved as appropriate by the USANZ Social Media Advisory Committee
- not be able to be construed as an attack on another individual, organisation or project?
- refer to appropriate sources (if links are attached)
- be of a tone that is in keeping with other posts made by the Society

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the USANZ CEO.



3.2 Damage limitation

In the event of a damaging or misleading post being made, the CEO should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

3.3 Moderating social media

The reputation of the USANZ is of utmost importance, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Offensive language
- Defamatory, slanderous or aggressive attacks on the Society, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting the Society's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

The decision to block, ban and remove posts ultimately lies with the CEO and Communication Manager.



4. Review & History

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