



# MANAGERIAL POLICY

## SOCIAL MEDIA

### 1. PURPOSE OF POLICY

This policy provides a framework for all staff of the Australasian College of Dermatologists (ACD), incorporating Dermatology Australasia (DA) who engage in, and make public comment on social media, and outlines protocols for using social media to undertake official ACD business.

Managers should ensure their employees are aware of and understand this policy.

### 2. SCOPE & PRINCIPLES

This policy outlines an approach for staff to consider their use of social media platforms and applies to current and future accounts that fall within the definition of social media.

ACD and DA has and maintains accounts with the following social media platforms.

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) YouTube

This policy complements and extends upon the ACD Employee Code of Conduct. This policy is intended to reinforce standards and expectations of conduct associated with being a staff member of the College and the medical profession with respect to social media.

### 3. DEFINITIONS / KEY WORDS / ABBREVIATIONS

**Industry:** commercial entity involved in the development, manufacture, sales, marketing, distribution or user support of products and services used or prescribed by Fellows. This includes but is not limited to pharmaceutical and therapeutic/medical devices, E-health and medical software, indemnity, or other related products and services.

**Interest:** a commitment, goal, obligation or value associated with a social relationship or practice. In healthcare the safety and welfare of patients is the primary interest, although not sole obligation or interest of health care professionals.

**Social media:** internet-based tools that allow individuals and groups to communicate, to advertise or share opinions, information, ideas, messages, experiences, images, and video or audio clips. They may include (but are not limited to) platforms such as blogs, social networks, video and photo-sharing sites, and are used for:

- social networking (Facebook, Twitter, WEChat, Weibo, WhatsApp)
- professional networking (LinkedIn)
- discussion forums (Reddit, Whirlpool)
- media sharing (YouTube, Flickr, Instagram)

- content production (blogs [Tumblr, Blogger] and microblogs [Twitter])
- knowledge/information aggregation (Wikipedia)
- virtual reality and gaming environments (Second Life), and
- booking sites and apps (HealthEngine, Whitecoat, Podium).

**Sponsor:** an entity or group that provides support to an event, activity or cause, either financially or through the provision of resources, presenters, products or services. In providing support the sponsor may seek to target or influence a particular audience.

**Sponsorship:** a negotiated agreement between an individual and a sponsor, where the individual receives payment for participation in sponsored activities, events or on communication platforms.

**Sponsorship agreement:** a document signed by the sponsor and the individual detailing scope, costs and timeframe of sponsorship activities.

## 4. POLICY STATEMENT

### 4.1 Official use of social media by ACD

4.1.1 The Policy, Advocacy and Engagement team and delegated persons (e.g. the Communications and Media Coordinator) are responsible for the creation and management of the official ACD/DA social media accounts. This encompasses posting, responding to, or reviewing social media content.

4.1.2 Social media is used by ACD/DA for promoting and upholding the ACD/DA brands and reputation, sharing ACD/DA news and celebrating the achievements of College and its members, and promoting activities.

4.1.3 ACD/DA is only responsible for content posted by ACD/DA on its official social media accounts.

4.1.4 Staff are not permitted to create a social media account on behalf of ACD/DA or speak on behalf of ACD/DA through their social media unless specifically authorised.

### 4.2 Use of social media by ACD staff

4.2.1 Participation in online forums should reflect the same high standards of professional behaviour that are expected when ACD/DA business is conducted in person. This includes upholding ACD's/DA's organisational values. When engaging in social media, staff are expected to exercise care and discretion in all online communications.

4.2.2 ACD staff should not purport to represent the views of ACD/DA, and should:

- a) not use the ACD/DA logos and branding unless authorised, and in line with the relevant College policies
- b) declare that all communications and content are their own and do not represent the views of College. For example, 'This account/post reflects my personal views and not the views of College, or any committees or boards with which I am involved.'

4.2.3 When using social media, staff must not:

- a) disclose ACD/DA confidential information

- b) Post, communicate or create content which references ACD and may adversely or negatively affect ACD's/DA's reputation, image, or commercial interests
- c) represent themselves as, or communicate in such a way that the public would believe that they are acting for or communicating on behalf of ACD/DA
- d) post any material that defames, harasses, vilifies, discriminates against, sexually harasses, bullies, stalks, victimises, brings into disrepute, or threatens another person or organisation
- e) Not post information that is inaccurate, misleading or deceptive. If sharing content from another source, this must be acknowledged if it is not clearly visible to the audience

#### **4.3 Use of social media for Sponsors and Industry**

ACD/DA may choose to recognise sponsorship arrangements or promote sponsorship initiatives through social media channels. Such social media activity should adhere to the parameters set out in the Sponsorship Policy – Managerial Policy and any specific terms in a particular sponsorship agreement.

In line with the Sponsorship Policy – Managerial Policy, social media posts will not be used to directly advertise a sponsor's product or services or provide them with a platform for product placement. Final approval rights for social media activity related to sponsors and industry rests with ACD.

In relation to posts made by staff where there is commercial content or sponsorship/ partnerships evident, ACD/DA may choose not to share or support these to avoid any perceived endorsement of products or services.

#### **5. BREACHES OF THIS POLICY**

All staff are required to comply with this Policy at all times. Failure to comply with this Policy may result in ACD/DA incurring significant legal, financial or reputational risks, and are considered to be a breach of the ACD Employee Code of Conduct.

## 6. APPROVAL AUTHORITIES AND REPORTING REQUIREMENTS & RESPONSIBILITIES

The following authorities are delegated under this policy:

Policy	Approve new policy and major amendment		Approve minor amendments	
	Authority	Reporting Requirements	Authority	Reporting Requirements
Sponsorship	CEO	Annual	Dir, M&PS	Annual

### CONTROL REQUIREMENTS

Policy Number:	MAN04
Approval Authority:	CEO
Responsible Officer:	Director, Membership & Professional Services
Designated Officer:	Marketing and Communications Manager
First approved:	19 November 2022
Effective Start date	19 November 2022
Review date	19 November 2025

### HISTORY

Version	Date	Summary of changes
1	19/11/2022	Approved

### RELATED DOCUMENTS

[Privacy Policy](#)

[Professional Code of Ethics](#)

[ACD Factsheet: Before you post](#)

[Sponsorship Policy – Managerial Policy](#)

[Sponsorship Policy – Member](#)

[AMA Guide to Social Media and Medical Professionalism](#)

[The Medical Board Social Media Guidance](#)

[Ahpra & National Boards Advertising Hub](#)