ANNADALE FAMILY MEDICAL CENTRE

SOCIAL MEDIA POLICY

1. Purpose

This policy governs the use of social media by Annadale Family Medical Centre and by team members where their online activity could reasonably be associated with the practice.

2. Scope

This policy applies to practice-owned social media accounts, posts, comments, reviews, direct messages, images, videos and other online content, as well as personal social media use where the practice, patients, colleagues or confidential practice information may be identified.

3. Authorised Posting

- Only authorised team members may post, comment or respond on behalf of the practice.
- Practice account passwords and administrator access must be restricted to authorised users.
- Access is reviewed when staff roles change or when an authorised user leaves the practice.

4. Patient Privacy and Confidentiality

- Identifiable patient information must not be posted without appropriate consent and a legitimate purpose.
- Patient photographs, testimonials or stories must not be published without appropriate documented consent.
- Private messages from patients containing clinical information should be redirected to approved clinical or administrativecommunication channels where appropriate.
- Social media must not be used to discuss confidential patient matters.

5. Professional Conduct

- Posts must be respectful, accurate and consistent with professional obligations.
- Team members must not publish defamatory, discriminatory, threatening, harassing or otherwise inappropriate content onbehalf of the practice.
- Clinical or health information posted by the practice should be general in nature and should not replace individual medicaladvice.
- Team members should maintain appropriate professional boundaries with patients online.

6. Reviews and Public Comments

Responses to online reviews must protect patient confidentiality. The practice will not confirm that a reviewer is a patient or disclose details of care in a public response. Complex complaints should be moved to an appropriate private complaint-handling process.

7. Personal Social Media Use

Team members should avoid personal posts that disclose confidential information, create inappropriate professional relationships, imply unauthorised practice endorsement or otherwise damage patient trust or the professional reputation of the practice.

8. Incidents and Removal of Content

Suspected privacy breaches, accidental posts, account compromise or inappropriate content must be reported promptly to the Practice Manager. Content may be removed, access may be suspended and further action taken where required.

9. Website Publication

A patient-facing summary of the practice's social media expectations may be published on the practice website. Publication is reviewed whenever this policy is materially updated.