

Social Media Policy and Electronic Communication Policy

Purpose of this policy

To provide guidance to staff and contractors on the use of social media at work and at home. We aim to respect patient confidentiality, laws relating to medical practice, and professionalism. The Clinic Complete Family Medical and Skin Centre uses social media to share links and information about health news, clinic updates and general information.

Social media definition

Online interactive communities to share information and content, such as Facebook, Twitter, Instagram, YouTube and LinkedIn. The Clinic Complete Family Medical and Skin Centre has a facebook page, Instagram page and Twitter account.

Standards for our Facebook page:

1. Do not disclose any patient information without the express consent of the patient. This includes photographs. Even “de-identified” details may be able to be recognised by people known to the patient.
2. Do not post any material that is fraudulent, harassing, embarrassing, sexually explicit, obscene, intimidating, defamatory or unlawful.
3. Posts by external users will be deleted by the practice if found to be of the nature of material described in point 2.
4. Comply with AHPRA’s *Guidelines for Advertising Regulated Health Services and Social Media Policy*.
5. Testimonials are not to be posted, and accordingly the “reviews” section of our Facebook page has been disabled.
6. The Facebook page cannot provide patient-specific medical advice, provide repeat prescriptions or referral letters.
7. All posts must be approved by the practice manager, and those with medical content must first be approved by Medical Director.

On employees’ and contractors’ personal social media sites:

1. Do not refer to the practice, other staff or contractors without their approval. Do not criticise or denigrate the practice, its staff and contractors, or organisations it is professionally associated with.
2. There should be no photos taken inside the workplace which could capture documents, paperwork, patient charts, or other information protected by privacy law. Do not disclose any patient information without the express consent of the patient.
3. Do not accept “friend” requests from people you know only as a patient of the practice.
4. Do not disclose any confidential information relating to practice systems.
5. Use of social media should not interfere with your work.
6. All practice staff and contractors must obtain the relevant approval from Medical Director prior to posting any public representation of the practice on social media websites. The practice reserves the right to remove any content at its own discretion.
7. All social media posts by practice staff and contractors on their personal social media platforms should include the following disclaimer in a reasonably prominent place: The views

expressed in this post are mine and do not reflect the views of The Clinic Complete Family Medical and Skin Centre.

Email and SMS

Our patients will be given the option of being contacted by electronic means such as via email and/or SMS.

All new and existing patients in the practice will be given an information sheet on our electronic communication policy, and are asked to provide signed consent to agree or disagree to be communicated with in this manner.

It is acknowledged by the practice that consent is implied if the patient initiates electronic communication with the practice.

Reception staff are to check each patient has this information on their record on arrival to the practice, along with the verification of their name, date of birth and address.

The signed consent will be scanned and recorded in the patient electronic record and their response recorded on the practice software.

The consent form will state that the practice may use this mode of communication:

- to send reminders for a scheduled appointment.
- when the patient needs to make an appointment to review a test result.
- as a reminder that a generic preventative screening test (for example, flu vaccine, skin-check, cervical screening) is due.

Our practice email account for patients and stakeholders for non-urgent communication with our practice is reception@the-clinic.com.au

This email account will be routinely checked throughout the business day by the Receptionist on duty

- at the start of business
- midday
- one hour before end of business

The email message will then be forwarded to the appropriate team member for response. Communication conducted with a patient via electronic means will be added to the patient's medical record by the team member resolving the enquiry.

When recalling a patient for a test result, the extent to which patients are followed up will depend on the level of urgency and the clinical significance of their test results. If the patient has not responded to the SMS then other forms of communication such as phone call or registered mail will be used.

Email and SMS between the practice and the patient will form part of the medical record and will be included, as must any actions have taken in response to the message.

The Clinic Complete Family Medical and Skin Centre does not send patient information through e-mail.

An autoresponder will be sent to all e-mail messages received by the practice. A team member from the practice will respond to e-mails received within five business days.

Consequences of breach of this policy

Any breach of this social media policy may result in disciplinary action, and in the event of serious misconduct may result in the termination of employment or contract.

Please be aware that this policy may be changed at any time at the discretion of The Clinic Complete Family Medical and Skin Centre.

