

SCHWARZ

Family Practice

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Social Media Policy

This social media Policy applies to all Employees of the business.

The objective of the policy is to ensure clear guidelines relating to social media for personal/professional purposes.

The requirement is for all staff to comply with social media Policy.

Procedures

- 1) Only permitted employees can comment on social media on behalf of company.
- 2) Do not disclose confidential information on social media.
- 3) Do not engage in online activities that can bring the company name into disrepute (even if on private channels, if you can be identified as working for the company ensure you adhere to appropriate conduct online).
- 4) Report any breaches to Operations Manager.

Purpose

The purpose of this social media Policy is to establish clear guidelines and expectations for Schwarz Family Practice's employees and contractors who engage in social media use, whether for personal or professional purposes. This policy aims to protect the company's reputation, uphold legal and ethical standards, and ensure the privacy and security of both the company and its employees while encouraging positive and responsible online communication.

Objective

- Safeguard the company's image and reputation by promoting responsible and professional social media usage.
- Provide clear guidelines for employees and contractors on acceptable use of social media in relation to the company, its products, services, and stakeholders.
- Protect the company's proprietary information, intellectual property, and confidential data.
- Ensure compliance with Australian laws and regulations, including the *Privacy Act 1988* and the Australian Competition and Consumer Commission (ACCC) guidelines on social media.
- Foster a positive and inclusive online environment that supports the company's values and goals.

Policy Requirements

1. Professional Use of Social Media

Employees and contractors who represent Schwarz Family Practice on social media platforms are required to adhere to the following guidelines:

- a. Obtain written approval from the management before creating or managing any social media account on behalf of the company.
- b. Ensure that all content posted aligns with the company's values, mission, and goals.
- c. Refrain from disclosing any confidential or proprietary information, including but not limited to financial data, client information, and intellectual property.
- d. Comply with all relevant laws, regulations, and industry standards, including copyright and trademark laws.
- e. Engage with the online community in a respectful, professional, and honest manner.
- f. Correct any errors in a timely manner and, when necessary, notify the management of any controversial or sensitive content that may arise.

2. Personal Use of Social Media

Employees and contractors are also expected to adhere to the following guidelines when using personal social media accounts:

- a. Clearly distinguish between personal opinions and those of Schwarz Family Practice, stating that views expressed are personal and not reflective of the company.
- b. Refrain from engaging in online activities that could compromise the company's reputation, including but not limited to harassment, discrimination, or sharing offensive content.

- c. Obtain written permission from the management before using the company's logo, trademark, or any other proprietary materials.
- d. Do not disclose any confidential or proprietary information, including but not limited to financial data, client information, and intellectual property.

3. Reporting and Consequences

Employees and contractors are encouraged to report any violations of this social media policy to their supervisor or management. Failure to comply with this policy may result in disciplinary action, up to and including termination of employment or contract.

4. Periodic Review

This policy will be reviewed and updated periodically to ensure its relevance and compliance with current laws, regulations, and industry best practices. Employees and contractors will be notified of any changes made to the policy.

By acknowledging and adhering to this social media Policy, employees, and contractors of Schwarz Family Practice contribute to a positive online presence, fostering effective communication, collaboration, and a strong company reputation.

The practice Manager is responsible for communicating the social media Policy to all persons working for or on behalf of the organisation and making it available to interested parties.