Australian College of
Rural & Remote Medicine
WORLD LEADERS IN RURAL PRACTICE

ACRRM Social Media Policy

1. Policy Brief and Purpose

The following is a Social Media Policy for Australian College of Rural and Remote Medicine (ACRRM) employees, who may contribute to social media in a personal or professional capacity. In this instance, an employee includes paid staff, volunteers and College representatives.

While all ACRRM employees are encouraged to participate in social media, we expect everyone who participates in online commentary to understand and to follow this policy.

2. Policy Elements

- How we use social media
- Representing our organisation
- Procedures
- Breaches of the Social Media Policy
- Disciplinary consequences
- Dos and Don'ts
- Things to Consider

3. How we use social media

We have official social media accounts that we use to share information with our members and the wider public as well as answer general enquiries. Our official ACRRM accounts are:

- Twitter (@ACRRM)
- Facebook – official page (ACRRM)
- Facebook group (ACCRM Registrars)
- Facebook group (ACRRM Future Generalists)
- Instagram (The_ACRRM)
- LinkedIn (ACRRM)

4. Representing our Organisation

4.1 *Making public comment on social media*

- Be transparent and state that you work for or represent ACRRM when posting on your personal account. If you are writing about ACRRM or a competitor, use your real name, identify that you work for ACRRM, and be clear about your role.
- Never represent yourself or ACRRM in a false or misleading way. All statements must be true and not misleading on both personal, and official ACRRM accounts.
- Use common sense and ask permission from the Marketing and Communications Manager before posting, publishing or distributing material or conversations that are

meant to be private or internal to ACRRM. Ensure your efforts to be transparent do not violate ACRRM's privacy, confidentiality, and legal guidelines for external commercial speech.

- Stick to your area of expertise within ACRRM when posting, commenting or replying on official ACRRM accounts. If you do not feel that you are equipped with the accurate knowledge to respond to a comment on social media, use your discretion to advise the appropriate team to respond.

- Never participate in a social media conversation on official ACRRM accounts when the topic being discussed may be considered an issue or crisis situation. Advise the General Manager Member Services or the Marketing and Communications Manager immediately.

- When communicating on behalf of ACRRM, be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on ACRRM, and may result in liability for you or ACRRM. Be respectful and professional to fellow employees, members, competitors, and stakeholders.

5. Procedures

The following principles apply to professional use of social media on behalf of ACRRM as well as personal use of social media when referencing ACRRM.

- Employees need to know and adhere to the Social Media Policy for Employees when using an official ACRRM social media account.

- Employees should be aware of the effect their actions may have on ACRRM's brand and reputation. The information that employees post or publish may be public information for a long time.

- Employees should be aware that ACRRM may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to ACRRM, its employees, or customers.

- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.

- Employees are not to publish, post, or release any information that is considered confidential or not public on any personal or official ACRRM accounts. If there are questions about what is considered confidential, employees should check with the General Manager Member Services and/or direct supervisor.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the

ACRRM Social Media Policy   7/12/2020   Page 2 of 5

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Marketing and Communications Manager and General Manager Member Services for review and escalation (if needed).

- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's responsibilities at ACRRM. ACRRM's computer systems are to be used for business purposes only. When using ACRRM's computer systems, use of social media for business purposes is allowed (eg: Facebook, Twitter, Instagram and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Subject to applicable law, after-hours online activity that violates ACRRM's Social Media Policy for Employees or any other company policy may subject an employee to disciplinary action or termination.

- If employees publish content after-hours that involves work or subjects associated with ACRRM, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent ACRRM's positions, strategies or opinions."

- It is highly recommended that employees keep ACRRM related social media accounts separate from personal accounts, if practical.

- Unless approved by the Executive Leadership Team (ELT), your social media name, handle and URL should not include ACRRM's name or logo.

6. **Breaches of the Social Media Policy and disciplinary consequences**

If any of the above policy is breached by an ACRRM employee or contractor, necessary and appropriate steps will be taken to investigate. When a breach is found, disciplinary action will commence in accordance to the severity of the breach. All ACRRM employees and contractors will receive training on how to navigate, post, and reply effectively to the ACRRM social media accounts. Following this training, if the employee fails to adhere to the Procedures specified in 5.0, disciplinary consequences will follow.

   6.1 **Disciplinary Consequences**
   - Verbal warning with corrective actions
   - Official written warning and disciplinary meeting with manager
   - Indefinite suspension
   - Termination

ACRRM Social Media Policy   7/12/2020   Page 3 of 5

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Use the below guide to determine whether you should respond to any social media conversations.

Do	Don't
Report anything defamatory on our social media accounts to the Communications Manager	Respond unless it is within your scope and skillset and you have all the information
Reply to comments and activity on social media if it is within your scope and you're certain you know the answer	
Be proactive by responding to messages in the Facebook Inbox that apply your department. For example, if a member is asking for PESCI dates and you work in IMG, you are free to respond	Wait for someone else in your team to see it and respond
Respond in a timely manner to members	Wait a few days to start gathering information
Upload photos from the ACRRM event or workshop that you're attending with the appropriate tags and hashtags	Wait a week until you're back in the office and then post them when the urgency and timeliness of the event no longer applies

Post any photos or videos of ACRRM staff or the ACRRM workplace without the permission of the Communications Manager and those in the said photo/video |
Respond positively and in the style and tone of the College voice	Respond defensively or try and justify a mistake
Check for spelling and grammatical errors before posting or commenting. Ensure any links are still valid and direct to the correct website	Post only text with no call to action/links/images
Ensure any facts that you're stating are correct and represent the College accurately	Make up a fact or figure to portray the College as something it is not or has not done
Be personal with your response	Be private and withhold information
Respond to positive feedback proactively	Ignore negative feedback or delete harmful comments from others. Report them to the Communications Manager immediately
Give facts, information, and statistics where necessary	Post any information that is confidential or embargoed
Report any potential misuse or infringement of the ACRRM logo and brand name	Post any ACRRM logo without using the official one found in (M Drive somewhere)
Ask the Communications Manager before reposting another brand/organisation. Provide context where appropriate	Repost another brand/organisation without considering if the action could be considered as an endorsement.

Things to consider

- Check your privacy settings on personal accounts and do so regularly
- If you're commenting on an ACRRM post or any ACRRM related matters from a personal account, it is important that you use a disclaimer such as "Hi my name is Chloe, and while I am an employee of the College, my opinions are entirely my own and **do not** represent the views of the College."
- Be mindful of your professional association with ACRRM in all of your social media activity.
- Nothing we express on the internet can be considered truly private. Comments on account that you intend to be private can and may damage your personal credibility, and that of ACRRM as a whole
- If your department or team would like to use social media to promote an activity, service, or product, please contact the Marketing and Communications Manager, who can ensure consistency and help with best practice