BUSINESS RULE - SESLHD USE OF FACEBOOK

<table>
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<tr>
<th>Title</th>
<th>SESLHD Use of Facebook</th>
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| 1. **What it is** | Guide to all staff regarding the use of:  
• Accessing Facebook in a work capacity  
• Establishing Facebook sites representing SESLHD and its facilities |
| 2. **Risk Rating** | Low | **Review Date** | August 2015 |
| 3. **Who it applies to** | All SESLHD employees, whether permanent, temporary or casual |
| 4. **When to use it** | Any time Facebook is accessed |
| 5. **Why the rule is necessary** | To ensure patient confidentiality  
• To ensure zero tolerance of bullying and harassment in the workplace  
• To ensure SESLHD’s reputation is upheld in the community  
• To ensure the professional integrity of all staff |
| 6. **Who is responsible** | All managers and supervisors |
| 7. **Executive Sponsor** | Kate Sikora, Media and Communications Manager |
| 8. **Author** | Kate Sikora, Media and Communications Manager |
| 9. **Roles and Responsibilities** | Only staff members who have been granted approval from their Tier 2 Director may upload material or respond on Facebook.  
**Roles**  
• Approver – Tier 2 director  
• Authorised Delegate – appointed by the Tier 2 Director to respond and post material on behalf of SESLHD and its facilities.  
**Responsibilities**  
Approver  
• to ensure the Authorised Delegate understands their responsibilities in relation to behaving appropriately while on-line.  
Authorised delegate  
• is responsible for posting material frequently to the Facebook page  
• should maintain the Facebook page by monitoring the page regularly and responding to posts |
Appropriate access to Facebook pages will be enabled by ICT for Authorised Delegates

10. Process

The NSW Health Code of Conduct outlines the standards expected of staff within NSW Health in relation to their conduct in employment.

10.1 Facebook Rules of Engagement
- Maintain patient confidentiality at all times. Ensure privacy settings are secure.
- Abide by the law and respect copyright.
- Use common sense, be polite and treat people how you would like to be treated.
- Make it clear the views expressed on self-hosted private sites do not represent the views of SESLHD.
- Ensure your online activities don’t interfere with your job performance.
- Do not say anything on a social networking site you would not want repeated in the media or for an employer to see.
- If you experience a problem or identify an issue, contact the SESLHD Media and Communications Unit.
- If you make a mistake, be upfront and correct it quickly.

10.2 Request to set up Facebook page
- Staff may not establish Facebook pages that represent SESLHD facilities or health services without obtaining approval from a Tier 2 Director and review by the Social Media Committee.
- Only health facilities and services will be permitted to establish Facebook pages; not individual wards or staff.
- The electronic form ‘Request to Establish Social Media Page’ must be completed and emailed to SESLHDCommunications@sesiahs.health.nsw.gov.au.

10.3 Posting the information on Facebook page
- Only the Authorised Delegate, under the direction of the Tier 2 Director, may post content on Facebook.
- ‘A Social Media Monthly Content Plan’ must be completed on a monthly basis and sent to the Directorate’s manager and Tier 2 Director for approval. A copy of the Content Plan must also be Trimmed and sent to the Manager, Media and Communications (For Information Only). The Content Plan illustrates the type of information which will be displayed on the social media page.
- Information should be relevant to the facility and its services and be suitable for the public domain.
- Information should use appropriate language.
- Information must not breach patient privacy.
• Content should be posted to the Facebook page at least twice a week.
• Any photos to the page must have consent from all parties.
• **House Rules** should be posted on the Home Page of the Facebook page to provide users a guide on appropriate behaviour.
• A message should also be placed on the Home Page advising users if they are experiencing an emergency to phone 000.
• New material will stimulate discussion and maintain interest in the site. Examples of material suitable to be posted include:
  o Press releases
  o Photos from Ministerial/dignitary visits
  o Health and wellbeing (health promotion) messages
  o Public health alerts.

### 10.4 Engaging with members of the public on Facebook

• Only the Authorised Delegate is permitted to respond to public posts on behalf of SESLHD.
• Comments made by a member of the public which contain personal information or are a complaint, should be handled in line with the standard complaint handling process.
• If a complaint is made on Facebook by a user, the Authorised Delegate should provide appropriate contact details.
  o The South Eastern Sydney Local Health District welcomes feedback. So that we can investigate and respond to your concerns appropriately please email **SESLHDMail@sesiahs.health.nsw.gov.au**
• If the complaint is of a serious nature, not just a negative comment, the Authorised Delegate should notify their Tier 2 Director and the Media and Communications Unit immediately.
• Direct engagement with patients regarding their personal medical records **must not occur**. If a patient tries to discuss their personal history, they should be directed to contact the appropriate health facility or doctor or alternatively email the generic email address **SESLHDMail@sesiahs.health.nsw.gov.au**
• SESLHD has a zero tolerance of bullying and harassment, at all times, in all forms, including Social Network sites.

### 10.5 Removal of content from Facebook

• Material posted by a member of the public, including comments, which breaches the House Rules should be
• If material has to be removed, a message should be sent to the person explaining the message was removed as it breached House Rules.
• Material should not be removed just because it is negative.
• Material may be removed at any time by the Media and Communications Manager if the material is deemed inappropriate to be in the public domain.

10.6 Frequency of monitoring of Facebook page
• Monitoring should occur twice a day by the Authorised Delegate.
• A message will be displayed on the social media site notifying the public of the frequency of the monitoring and that the site will be monitored between 8:00 am and 6:00 pm, business days.

10.7 Advertising on a Facebook or other Social Media page
• Advertising a SESLHD service on a social media page is only permitted following approval by the Tier 2 Director
• ‘A Request to Advertise Form’ must be completed and submitted to susanbeck2@sesiahs.health.nsw.gov.au

Revision and Approval History

<table>
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<tr>
<th>Date</th>
<th>Revision Number</th>
<th>Author and Approval</th>
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<tbody>
<tr>
<td>May 2013</td>
<td>Draft V1</td>
<td>Kate Sikora</td>
</tr>
<tr>
<td>May 2013</td>
<td>Draft v2</td>
<td>Kate Sikora</td>
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<tr>
<td>Aug 2013</td>
<td>Draftv2</td>
<td>Updated</td>
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Appendix A – House Rules for SESLHD Facebook Pages

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<tr>
<td>This Facebook page is open to all and user comments and opinions are welcomed and encouraged. Users are free to post their thoughts or feedback and exchange with one another. To make sure this site is a safe place for all users, and for legal reasons, there are terms of use and some house rules users are asked to follow.</td>
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<td>We expect that users will not post content that falls into the following categories and reserve the right to remove postings that are:</td>
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<td>• Offensive, divisive, aggressive, abusive, defamatory or intolerant</td>
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<td>• Fraudulent, deceptive, misleading or unlawful</td>
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<td>• Trolling, deliberately derailing discussions or posting multiple versions of the same view to the forum</td>
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<td>• Unrelated or off-topic</td>
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<td>• Violates the intellectual property right of another individual or entity</td>
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<td>• Spamming in nature</td>
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<td>• Commercial solicitation or solicitation of donations</td>
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<td>• Uses obscene or offensive language</td>
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<td>The views, opinions, and information expressed in user-generated comments remain with the authors and do not necessarily reflect those of South Eastern Sydney Local Health District or its staff.</td>
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<tr>
<td>While user generated comments are not edited, to ensure a positive experience for visitors of this site and the broader community, the District may report or remove at its discretion any content or comments containing spam, profanity, or otherwise objectionable or prohibited material.</td>
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<td>We encourage you to have open and honest discussions whilst being respectful of your fellow community members.</td>
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