

Social Medica Policy

Name of social medical officer: Soundarya Sathasivam

Scope

This policy provides guidance for members of the Merindah Medical Centre on using social medica internally and externally. This policy helps identifies and mitigates risks associated with social medical use.

Overview

This policy covers employee interaction and representation of Merindah Medical Centre across all communication channels and social media platforms.

Purpose

The purpose of this policy is to define the expectations and responsibilities of all employees when engaging in social collaboration, regardless of the platform, tool, forum, or medium used. It also aims to uphold the professional standards and reputation of Merindah Medical Centre and its management.

All GPs and practice staff are personally responsible for their online activities and conduct. Any employee found to be in breach of this policy may be subject to disciplinary action, up to and including termination of employment for serious breaches.

Use of practice social medic accounts

The practice will appoint staff members as a social medical officer responsible for managing and monitoring the practice's social media accounts. All posts on the practice's social medica website must be approved by this staff member. The practice reserves the right to remove any content at its own discretion.

Background

Merindah Medical Centre recognises employees use social media and the lines between work and home are becoming increasingly difficult to identify with the use of mobile phones. Employees are personally responsible for the content they publish in a personal or professional capacity on any social medical platforms.

This policy does not apply to staff members' personal use of social media platforms where they make **no real or perceived** reference to Merindah Medical Centre or Merindah Medical Management Group, it's staff, it's client/patients, services, business partners, government, suppliers or other stakeholders.

DEFINITIONS

Social Media

Social media includes the various online technology tools that enables people to communicate easily via the internet to share information and resources. People use social media to talk, participate, share, network and bookmark online. Social media include text, audio, podcasts and other multimedia communications, and is also known as Social Networking, social media includes, but is not limited to:

- Email
- Social networking sites (Facebook, Twitter, LinkedIn, Google Plus)
- Video and photo sharing (Flickr, YouTube)
- Blogs, including personal and corporate blogs
- Micro-blogging
- Online forums and discussion boards
- Wikis (Wikipedia)
- Podcasting

Employees

In this policy, employees include permanent staff and executives, contractors, temporary staff, trainees and students on placements.

Practice

In this policy, 'the practice' may be used interchangeably with the employers trading name: Merindah Medical Centre.

Policy

No images, content or confidential information from within Merindah Medical Centre or management is to be posted on any social media platform without express permission of Merindah Medical Centre management team. Employees should not respond to comments and reviews left by patients and clients without authorisation from the management team.

Where an employee comments or profile can identify them as Merindah Medical Centre's employee, that employee:

- Must ensure any online communication is consistent with Merindah Medical Centre's Code of Conduct values, policies and applicable laws
- Write on all postings that the stated views are your own and are not those of Merindah Medical Centre.
- Must not imply you are authorised to speak as a representative of Merindah Medical Centre.
- Must not make any comment or post any material that might otherwise cause damage to Merindah Medical Centre's reputation or bring it into disrepute.
- Must not post material that includes confidential/proprietary information or trade secrets, or information that is offensive, obscene, defamatory, libellous, threatening, harassing, bullying, discriminatory, hateful, racist or sexist.
- Must not use a Merindah Medical Centre's logos or insignia without written permission from the management team.
- Can only disclose and discuss publicly available information.
- Must adhere to the Terms of use of the relevant social media platforms, as well as copyright, privacy, defamation, contempt of court, discrimination and other applicable laws, and Merindah Medical Centre's Privacy of Health Records and Personal Information policies.

Compliance

- Merindah Medical Centre reserves the right to initiate action against any staff member, in accordance with organisation's Disciplinary Procedure, who uses social media in a manner that could be considered inappropriate or not consistent with this policy or any other Merindah Medical Centre policy.
- Management will consider that nature and severity of the post, the source of the post, whether a Merindah Medical Centre or management team was named, if the post is public, if other workers have seen the post, if the Merindah Medical Centre's name has been damaged or the health industry has been damaged, and or if the comment was impulsive or deliberate when considering any disciplinary action.
- Disciplinary action may include termination of employment or disengagement of external contractors.

Disclosure of Inappropriate use

When an employee becomes aware of inappropriate or unlawful online content that relates to Merindah Medical Centre, or content that may otherwise have been published in breach of this policy the situation and circumstances should be reported immediately to the Practice Manager or Management team.

Personal use

This policy does not discourage nor unduly limit employees using social media for personal expression or other online activities in their personal life.

Employees should be aware of and understand the potential; risks and damage to Merindah Medical Centre that can occur, either directly or indirectly from their personal use of social media and should comply with policy to ensure that the risk is minimised.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, employees can seek guidance from the Practice Manager on how to comply with the following obligations.

To avoid breaching this policy, employees must:

- Only disclose and discuss publicly available information
- Ensure that all content published is accurate and not misleading and complies with all relevant practice policies and other legal and professional requirements.
- Expressly state that stated views are personal and are not representative of the practice
- Behave politely and respectfully
- Adhere to the terms of use for using the social medical platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and the Practice's Privacy Policy.

Employees must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.
- Imply that they are authorised to speak as a representative of the company, nor give the impression that the views expressed are those of the company
- Use the identity or likeness of another employee, contractor or other member of the company
- Use their practice email address or any practice logos or insignia that may give the impression of official support or endorsement of their personal comment
- Use or disclose any confidential information or personal information obtained in their capacity as an employee or contractor of the practice.
- Comment or post any material that might otherwise cause damage to the Practice's reputation or bring it into disrepute.

References and Associated Documents

- Privacy Policy
- Code of Conduct Policy
- Bullying & Harassment Policy
- Data and Security Breach Protocol
- Confidentiality Agreement
- Internet and Email Usage Policy
- Use of Computers Policy

Document title: Social Medical Policy 2026

Reviewed by: [Soundarya Sathasivam/Practice Manager](#)

Version : 3 Effective Date: [Jan 2026](#)

Next Review Date: Jan 2027

Legislation

- Privacy Act 1988 (Commonwealth)
- Fair Work Act 2009 (Commonwealth)

Standards/Codes of Practice/Industry Guidelines

- Social Media and the Medical Profession: guidelines for medical staff and medical students, Australian Medical Association
- Australian Health Practitioner Regulation Agency (AHPRA) Social Media Policy

Merindah Medical Centre has taken all responsible steps in the development of this policy, to make its content consistent with the proper discharge of its obligations under the Charter of Human Rights and Responsibilities Act 2006 and all related state and federal laws.

Feedback

Merindah Medical Centre is committed to listening and responding to feedback from our patients. This enables us to further improve the quality of services we deliver. If you have any feedback you would like to share with us, please email us at info@merindahmedicalcentre.com.au

Please note that this process can take up to 30 working days depending on the subject matter of your feedback.

Alternatively, you can phone us on:

(02) 9128 3455

or write to us at:

Patient Feedback

40 Merindah Road

Baulkham Hills NSW 2153

Modification

- The data the policy due for review no greater than two years from the date of endorsement.
- The Merindah Medical Centre Management team is responsible for reviewing this policy regularly and the practice staff will be notified of any update or changes during team meetings or via work emails.