

1. Purpose

- 1.1 The purpose of this policy is to assist employees in meeting their responsibilities to CareFlight's brand and reputation in accordance with our Code of Conduct and Ethics Policy (ref: [HR-009](#)).

2. Scope

- 2.1 Social Media is a popular method of communication, especially as a one to many broadcast tool, and an increasingly important part of the personal and professional lives of many CareFlight employees.
- 2.2 This Policy applies to all personal use of social media by all CareFlight employees and volunteers, including those who are accessing social media in their own time by their own means or commenting on CareFlight's official pages.
- 2.3 Official use of CareFlight social media channels is governed by CareFlight's Media Policy (CM-002). Only staff nominated as Duty Media Officers under that policy or otherwise authorised by the Head of Media, Communications and Marketing, may post content on these channels.

3. Definitions

- 3.1 Social Media is the use of digital applications used for communication such as chat rooms, web blogs, social blogs, wiki's, internet forums, podcasts, videos, pictures, social bookmarking, dating apps and micro-blogging. Examples of social media include, but are not limited to Facebook, Twitter, YouTube, LinkedIn, Tinder, Bumble and Instagram.
- 3.2 CareFlight initiated: Any representation or communication in relation to CareFlight, its business, services, activities, or actions carried out on any social media channel by an employee in their official CareFlight capacity.
- 3.3 Personal: Any representation or communication in any social media forum performed by anyone other than the designated Media, Communications and Marketing team at CareFlight. This includes all employees, volunteers, contractors and anyone else affiliated with CareFlight.
- 3.4 Content: Any communication published through social media sites including but not limited to comments, posts, blogs, podcasts, chat forums, photos, videos and audio clips.
- 3.5 Identifiable as an employee or patient of CareFlight: posts, images, details, media content or other references which would allow anyone to identify an individual as an employee or patient of CareFlight. This may include but is not limited to:
- 3.5.1 Profile pictures or albums depicting a person in CareFlight uniform or equipment
 - 3.5.2 Published CareFlight employment details
 - 3.5.3 Reference to CareFlight or its social media pages
 - 3.5.4 Displaying the CareFlight branding, logos or other imagery
 - 3.5.5 Posts or other details that refer to CareFlight business, policy or activities from an individual's perspective or with information not available to the public
 - 3.5.6 Any media content that visually or descriptively identifies a CareFlight employee, volunteer, contractor, patient or member of the public.

- 3.6 Offensive or unpleasant content: contains graphic or offensive detail such as strong language, gore or description that could potentially distress anyone accessing that material.
- 3.7 Defamatory or derogatory content: any comment, post, photo, video, sound or description that reflects adversely upon or otherwise impacts negatively on the reputation and good standing of CareFlight, its directors, members, employees and volunteers, any contractual partners or sponsors or any other organisation or individual that has dealings with CareFlight.
- 3.8 Political content: any comment, post, photo, video, sound or description that reflects, whether positively or negatively, on any matter of public policy debate, political party or movement, public office bearer, member of parliament or candidate.

4. Responsibilities

- 4.1 The Head of Media, Communications and Marketing will be responsible for the implementation and administration of this policy.
- 4.2 All access accounts for CareFlight social media channels will be managed by the Media, Communications and Marketing team including all account names, logins, profiles and passwords. Records will be kept within the MCM Team OneDrive folder.
- 4.3 All CareFlight initiated content must conform to current media, content and branding guidelines. Refer to the 'Media Policy' (ref: [CM-002](#)) and the CareFlight Copy Style Guide and Brand Guidelines Available on Brandfolder (www.brandfolder.com/CareFlight)

5. CareFlight Initiated Social Media

- 5.1 Requests for service-related use of social media channels are to be sent to the Head of Media, Communications and Marketing using the briefing templates available on Brandfolder.
- 5.2 Updating of social media channels and interaction with the public through social networking is to be carried out by approved Media, Communications and Marketing team only.
- 5.3 All interaction through social media on topics relating to CareFlight must only be responded to by an approved Duty Media Officer in accordance with the Media Policy (ref: [CM-002](#)).
- 5.4 CareFlight is regularly contacted by past patients or relatives of a past patient through social media either openly or through private message. Where contact has been made, we must ensure that privacy is respected. Duty Media Officers are to reply and provide other means of contacting CareFlight outside social media.
- 5.5 If an employee or volunteer becomes aware of any content in a social media forum that you believe is either positive or detrimental to CareFlight or any CareFlight employee, this information must be communicated to the Media, Communications and Marketing team. Refer to the CareFlight contact directory.

6. Personal Social Media

- 6.1 As an employee or volunteer of CareFlight, your conduct reflects on CareFlight

, whether you are on or off duty. This also applies when you can be identified as a CareFlight employee through social media including any sites managed in your own time and using your own equipment to access these sites. For example, you could be identified as a CareFlight employee through photos, videos, posts or topics, your online friends or the nature of the social media sites you are accessing. You may also be identified by a CareFlight employee if you live in a small community or participate at a work or social level in local community activities.

- 6.2 Social media and digital platforms including dating apps are public arenas, where all content is available to anyone who wishes to view it. Once content has been published, it no longer belongs to the individual who publishes it; the content then becomes public property of the social media or dating site. This also includes the ability for your social media 'friends' to share or copy any content you might post and their ability to access any personal information on your social media page made available by other social media 'friends'. This poses a risk to CareFlight, as this cannot be effectively managed once it occurs.

- 6.3 Employees are not to post media content related to CareFlight or discuss any matter relating to CareFlight or its business through any social media channel without the written approval from the Head of Media, Communications and Marketing. This includes any content published by an individual in relation to their work. For example, scene photos, video footage, or personal blogs about a particular experience during their duties of their work at CareFlight.

The Media, Communications and Marketing team invite all staff to positively comment on, like and share CareFlight generated social media content. You do not need permission to do this.

- 6.4 All CareFlight documents such as policies, standard operating procedures, internal communications and any other administration matters are not to be published or discussed on social media sites, unless previously approved by the Head of Media, Communications and Marketing. This is also applicable to Duty Media Officers managing content on official CareFlight social media sites.

- 6.5 The privacy of all people involved with CareFlight, including employees, volunteers, patients, donors and suppliers must be of the utmost importance. CareFlight employees are not to post or take part in discussions that could potentially identify people who they directly or indirectly work with without their express consent.

- 6.6 Employees can list CareFlight as their place of work on their social media profiles, however they must remove this reference when they leave CareFlight's employ.

- 6.7 Employees and volunteers must abide by the Code of Conduct and Ethics Policy (ref: [HR-009](#)) in relation to all content posted on social media platforms. This policy applies to all content you post, and any behaviour you wish to display on social media. For example, if an employee was to participate in material that could be seen as offensive or bullying in nature, that person could be in breach of the Code of Conduct and Ethics Policy (ref: [HR-009](#)), the Bullying, Harassment and Discrimination Policy (ref: [HR-037](#)) and possibly the law, even if the content was intended as a joke.

- 6.8 All employees and volunteers should carefully consider publishing any content or joining a discussion that may affect your reputation as a CareFlight employee or affect CareFlight as an organisation. For example, using obscene language, posting defamatory, derogatory or political content, or engaging in risk taking or inappropriate behaviour. This applies whether

the content is intended as humour and includes 'liking', 'commenting', and 'sharing' content of this nature.

- 6.9 Employees and volunteers who wish to raise any matters of concern are encouraged to do so with a colleague, manager, or through the Employee Assistance Program. Social media should not be used to raise any work-related matter.
- 6.10 Employees are not to publish any content that includes colleagues without their express permission. This includes 'tagging' others in photos or videos. This could breach privacy and depending on the context could potentially damage the reputation of that colleague as well as your own.
- 6.11 As an Australian resident you have the right to form and express your own views and opinions on matters of public interest or debate. However, if you are to publish your views and opinions, or join an online conversation you must not be identifiable in any way as a CareFlight employee. Such views and opinions should not be published in any forum or social media channel where your employment by CareFlight, the CareFlight logo (including uniforms), CareFlight symbols or any other CareFlight documentation or identification is visible or capable of being known by other users. Your social media profile and content must not allow any inference or suggestion that you speak on behalf of CareFlight in any way.

As a guide to the use of social media, you should not communicate anything through social media that you would not want quoted to CareFlight management, the media or in a court of law.

7. Complaints

- 7.1 Complaints published on CareFlight's Social Media pages will be responded to either publicly or through private messaging at the discretion of the Head of Media, Communications and Marketing.
- 7.2 The removal of the complaint from the social media page should be avoided, however exceptions are made at the discretion of the Head of Media, Communications and Marketing.
- 7.3 Complaints will follow the CareFlight Complaints Policy (ref: [QS-033](#))

8. Content management of social media

- 8.1 In the event that any media content breaches this, or any other CareFlight policy, the Head of Media, Communications and Marketing in consultation with senior management of CareFlight, may request the removal of content(s), or the social media account(s) and the individual(s) could be subject to remedial or disciplinary action and/or prosecution under relevant law.
- 8.2 The only information to be initiated by CareFlight's official social media pages is to relate to the following:
 - 8.2.1 Media Releases
 - 8.2.2 CareFlight events
 - 8.2.3 Fundraising activities

8.2.4 Information relating to official messages released by CareFlight

9. Related and Supporting Documents

Complaints Policy (ref: [QS-033](#))
 Internet Privacy Policy (ref: [EX-002](#))
 Employee handbook (ref: [HR-019](#))
 Privacy Policy (ref: [EX-002](#))
 Orientation Checklist (ref: [HR-616](#))
 Induction Document Record (ref: [HR-617](#))
 Code of Conduct and Ethics (ref: [HR-009](#))
 Bullying, Harassment and Discrimination Policy (ref: [HR-037](#))
 Media Policy (ref: [CM-002](#))
 Copy Style Guide
 (www.brandfolder.com)

10. Sign-off

I have read and understood the Social Media policy.

Employee Name:
Employee Signature:
Date:

11. Document Change History

Version	Date	Summary of Changes	Changes compiled by	Changes approved by
PA-003-01	22/10/2014	Initial publication of document	Mark Lever Head of PA	Mark Lever Head of PA
PA-003-02	04/12/2014	Added Section 10 – Employee Sign-off	Mark Lever Head of PA	Mark Lever Head of PA
CM-003-03	04/12/2019	Added information relating to dating apps, change of authority	Fiona Jackson Head of MCM	Fiona Jackson Head of MCM

CM-003-04	22/06/2020	Overall review updating: 2.3, 3, 4, 5.2, 5.5, 6	Fiona Jackson Head of MCM	Fiona Jackson Head of MCM

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