

Condell Park Medical Centre

Social Media Policy

Policy Version: 1.0

Effective Date: 1/11/2025

Approved By: Practice Principal / Practice Manager

Purpose

Condell Park Medical Centre recognises that social media is an effective communication tool for sharing practice information, promoting health awareness and engaging with our community. This policy outlines how the practice, its doctors, employees, contractors and patients are expected to interact with the practice through social media while ensuring patient privacy, confidentiality and professional standards are maintained. This policy has been developed with reference to the RACGP Guide for the Use of Social Media in General Practice, AHPRA Social Media Guidance, the Privacy Act 1988 (Cth) and the Australian Privacy Principles.

Scope

This policy applies to all general practitioners, nurses, allied health professionals, reception and administration staff, contractors, students and patients interacting with the practice through social media.

Official Social Media Accounts

Only authorised staff may create or manage official Condell Park Medical Centre social media accounts. Passwords and administrator access are managed by the Practice Manager.

Purpose of Our Social Media

Our social media channels are used to share practice news, opening hours, health promotion campaigns, vaccination clinics, new services, preventative health information, public health updates, practice milestones and recruitment opportunities.

We Will Not

The practice will not provide individual medical advice, diagnose conditions, discuss patient cases, conduct consultations, disclose confidential information or respond to emergencies via social media. Patients requiring medical advice should book an appointment or contact emergency services where appropriate.

Patient Privacy

Patient confidentiality is paramount. The practice will never publish patient information without written consent, discuss patient cases online, respond publicly regarding an individual's healthcare or confirm whether someone is a patient of the practice.

Patient Comments

Respectful comments are welcome. The practice may remove comments containing offensive language, harassment, discrimination, spam, misleading information, personal health information, confidential information or unlawful content. Repeat offenders may be blocked.

Messaging

Social media messaging must not be used for appointments, prescription requests, medical advice, test results or emergencies. Patients should contact reception or use approved booking systems.

Staff Responsibilities

Staff must maintain confidentiality, professional boundaries and respectful conduct online. Staff must not identify patients, share confidential information, post unauthorised photographs or represent the practice unless authorised.

Personal Social Media Use

Employees may maintain personal social media accounts but must comply with AHPRA requirements, protect patient confidentiality and not imply their personal opinions represent the practice.

Responding to Reviews

To protect privacy, the practice will not confirm whether a reviewer is a patient. A suitable response is: 'Thank you for your feedback. We are committed to providing high-quality healthcare. Due to patient privacy obligations we cannot discuss individual matters publicly. Please contact our Practice Manager so we can discuss your concerns privately.'

Health Information Shared

Information shared by the practice should be evidence-based, accurate, current and compliant with Australian advertising requirements.

Photography and Video

Photographs or videos involving patients may only be published with written consent. Staff photographs may also only be published with consent.

Monitoring

The practice reserves the right to monitor social media pages, remove inappropriate content, report abusive behaviour and disable comments if necessary.

Breaches

Breaches of this policy may result in counselling, further training, disciplinary action or termination of employment. Serious privacy breaches may also be reported to the relevant regulatory authority.

Website Social Media Notice

Welcome to Condell Park Medical Centre's social media pages. We encourage respectful discussion. We cannot provide medical advice via social media, discuss patient matters publicly or accept appointment or emergency requests. Do not post personal health information. Inappropriate comments may be removed. In an emergency call 000. For appointments or enquiries please contact reception.