

Forest Hill Medical Centre Social Media Policy

Current as of: 25/02/2026

Name of Social Media Officer: Sophie Sullivan – Practice Manager

Introduction

This policy provides guidance for members of the practice on using social media internally and externally. The policy helps identify and mitigate risks associated with social media use.

Definition

For the purposes of this policy, 'social media' is online social networks used to disseminate information through online interaction.

Purpose

Regardless of whether social media is used for business-related activity or for personal reasons, the following policy requirements apply to all GPs and practice staff of the practice. GPs and practice staff are legally responsible for their online activities, and if found to be in serious breach of this policy their employment may be terminated.

Use of Practice Social Media Accounts

Our practice does not currently engage any Social Media Accounts.

Testimonials

The practice complies with AHPRA national law and takes reasonable steps to remove testimonials that advertise their health services (which may include comments about the practitioners themselves). The practice is not responsible for removing (or trying to have removed) unsolicited testimonials published on a third-party website or in social media accounts over which they do not have control.

Personal Social Media Use

Staff are free to personally engage in social media outside of work hours, as long as their actions do not have the potential to bring the practice into disrepute. Employees may not represent personal views expressed as those of this practice.

Any social media posts by staff on their personal social media platforms must not reveal confidential information about the practice or a person who uses the practice (e.g. staff should not post

information relating to patients or other staff, or information concerning the practice's business operations that have not been made public).

Staff should respect copyright, privacy, fair use, financial disclosure and other applicable laws when publishing on social media platforms.

Breach of Policy

All social media activities must be in line with this policy.

Policy Review Statement

This policy will be reviewed annually or sooner if a social media platform is engaged. Staff will be notified of any changes made.

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