CLIENT/PATIENT/ EMPLOYEE SOCIAL MEDIA POLICY

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GROWTH ADVANCE TECHNIQUES ABN: 49 638 975 452

CHANTAL CREEK

2020

# Policy no. 1

# Summerhouse social media policy

# POLICY PURPOSE

**1.1** With the policies below, employees will get an understanding of what they can post online, and how any carelessness may lead to mishap for them or the Growth Advance Techniques Pty Ltd (GAT).

**1.2** Growth Advance Techniques Pty Ltd (GAT recognises blogs, networking sites, and other social media platforms as possible tools to support the Company’s operational goals. This policy covers the following social media channels, as well as any others we may have missed:

* Facebook
* Instagram
* Twitter
* YouTube
* Google+
* LinkedIn
* Snapchat
* Pinterest
* Podcast

**1.3** This policy applies to employees when they partake in social media as part of their job. It also applies to staff employees’ participation in social media at any time that they speak on behalf of Growth Advance Techniques Pty Ltd (GAT) and identify themselves as a Growth Advance Techniques Pty Ltd (GAT) employee or as affiliated with Growth Advance Techniques Pty Ltd (GAT) or discuss the Growth Advance Techniques Pty Ltd (GAT) or its affiliates.

# 2.0 WHY USE SOCIAL MEDIA?

**2.1** Social media helps to influence decisions and enables Growth Advance Techniques Pty Ltd (GAT) as a business to entice new clients and grow our portfolio and what we can offer. Social media is a place to form conversations and build some great connections, so don’t forget to be nice, have fun and network to build relationships and create a rapport whilst building The Growth Advance Techniques Pty Ltd (GAT).

# 3.0 WHO IS COVERED BY THIS POLICY?

**3.1** This policy will cover all employees of Growth Advance Techniques Pty Ltd (GAT) working at all levels, including; directors, senior managers, contractors and interns. For the purpose of this policy, all are classed as an employee of Growth Advance Techniques Pty Ltd (GAT).

# 4.0 Rules and Regulations

This section outlines Growth Advance Techniques Pty Ltd (GAT) expectations for your conduct on social media as a Growth Advance Techniques Pty Ltd (GAT) employee.

**4.1** Monitoring use for Social Media in relation to Growth Advance Techniques Pty Ltd (GAT) recognises that employees may wish to use Social Media in their personal life and this Policy does not intend to discourage nor limit personal expression, passions or online activities as they can aid the employees work duties.

**4.2** However, staff should be mindful that some websites may be monitored and if this policy is breached then certain actions may be taken under the company’s policy and procedure manual.

**4.3** If you notice any misuse of social media by other members of staff, please report it to Human Resources.

## 4.4 In line with Growth Advance Techniques Pty Ltd (GAT) Branding only Positive Social Media posts about the company are an exception to the rule.

## Etiquette and engagement of social media posting on behalf of Growth Advance Techniques Pty Ltd (GAT) include, being respectful, polite and patient, when engaging in conversations on Growth Advance Techniques Pty Ltd (GAT) behalf.

**4.6** Avoid any defamatory, offensive or derogatory content. It may be considered as a violation of each privacy act for each State, Act and Territory of Australia being the following:

* Mental Health Act QLD 2016 - <https://www.legislation.qld.gov.au/view/pdf/asmade/act-2016-005>
* Mental Health Act NT 2007 - <https://legislation.nt.gov.au/Legislation/MENTAL-HEALTH-AND-RELATED-SERVICES-ACT-1998>
* Mental Health Act NSW 2007 - <https://www.legislation.nsw.gov.au/#/view/act/2007/8>
* Mental Health Act WA 2014 - <https://www.legislation.wa.gov.au/legislation/statutes.nsf/main_mrtitle_13534_homepage.html>
* Mental Health Act VIC 2014- <https://www2.health.vic.gov.au/mental-health/practice-and-service-quality/mental-health-act-2014>
* Mental Health Act ACT 2015 - <https://www.health.act.gov.au/about-our-health-system/consumer-involvement/community-consultation/acts-mental-health-act-2015>

**4.7** A copy of these acts can be obtained and requested in writing or verbally, or simply by entering the above-mentioned websites into your browser.

## Avoid deleting or ignoring comments. Listen and reply to criticism on Growth Advance Techniques Pty Ltd (GAT) behalf in line with organisation standards, laws and legislative requirements.

## Correct or remove any misleading / false content as soon as possible.

## Be responsible. Engage in social media conversations correctly and don’t be an authority on a subject that you are not an expert on, instead try directing them to someone / an account who is.

## In a crisis, keep calm and do not engage with the media or on social networks about the topic until you have consulted with the Human Resource Department, directly.

## Confidentiality Conversations or information that is considered confidential or classified or deals with matters that are internal in nature should not be published if you are unsure on what content falls under this bracket, then please contact Human Resources.

## Consequences of an employee of Growth Advance Techniques Pty Ltd (GAT) when failing to comply with this social media policy will have the employee face the company's disciplinary procedure.

**4.14** Where evidence of misuse or failure to comply is found, then Growth Advance Techniques Pty Ltd (GAT) may undertake a detailed investigation to examine the seriousness of the breach and then apply a penalty to the employee accordingly. The factors that will be considered are: the effect it has had on the company or the individual concerned; did the comments cause problems given the employee’s role; could the employer can be identified by the postings; any other qualifying factors such as the employee's disciplinary record etc.

## Social media for personal use

**4.15** Company employees of Growth Advance Techniques Pty Ltd (GAT) should recognise that what they publish on their social media channels is their responsibility and that they are legally liable for anything they write online. As an employee, you are an ambassador for Growth Advance Techniques Pty Ltd (GAT)and your style in all situations online, should reflect that in a positive way.

For further details, see Point **4.4**, ‘Etiquette and engagement’.

# 5.0 Roles and responsibilities

This section defines who is responsible for specific social media governance tasks.

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| --- | --- |
| SOCIAL MEDIA ROLES & RESPONSIBILITIES | PERSON RESPONSIBLE |
| Message approval | MANAGEMENT |
| Crisis response | MANAGEMENT/DIRECTOR |
| Customer service | RECEPTION/MANAGEMENT |
| Social engagement | RECEPTION/MANAGEMENT |
| Security and legal concerns | HUMAN RESOURCES/DIRECTOR |
| Staff training | MANAGEMENT |
| Social media monitoring | RECEPTION/MANAGEMENT |

# 6.0 Potential legal risks

The larger the company the more risks you can come up against within social media. To confirm that all employees of Growth Advance Techniques Pty Ltd (GAT) are working to the same guidelines this section of the social media policy provides clear and concise procedures to avoid any potential concern.

## Crediting sources:

**6.1** It’s very important that we give credit where credit is due, and that we do not breach any copyright or intellectual property rights when sharing content across social media channels.

**6.2** This section specifies how the Growth Advance Techniques Pty Ltd (GAT)eam will credit original sources when they are reposting or borrowing content from an external source.

## 6.3 Privacy and disclosure procedures

This section defines what is considered confidential and non-sharable.

**ALL INTERNAL MANAGEMENT COMMUNICATIONS, OPINIONS AND PLANS**

## 7.0 Employee disclaimers

All Growth Advance Techniques Pty Ltd (GAT)employees must include a disclaimer when publicly commenting on content related to Growth Advance Techniques Pty Ltd (GAT) business that identifies them as an employee.

Please use the following disclaimer statement:

The Client/ Patient or Employee at Growth Advance Techniques Pty Ltd (GAT)shall be responsible for confirming that all views expressed online on the Client/Patient/ or Employee social channels are their own and do not reflect Growth Advance Techniques Pty Ltd (GAT).

**Remember,** as an employee of Growth Advance Techniques Pty Ltd (GAT)you are still perceived by members of the public as a representative of the Growth Advance Techniques Pty Ltd (GAT) even if you include the above disclaimer that your opinions are your own.

# 8.0 Security risks

**8.1** Social media can be a potent tool for scammers and criminals. From phishing scams to ransomware attacks, [social media security risks](https://blog.hootsuite.com/social-media-security-for-business/) are all too common. All Growth Advance Techniques Pty Ltd (GAT**)**  employees must be hyper-vigilant when it comes to protecting their online presence.

**8.2** This section of the Growth Advance Techniques Pty Ltd (GAT**)** social media policy helps safeguard against such risks by making Growth Advance Techniques Pty Ltd (GAT**)**  employees aware of the threats, how to avoid them, and what to do should an attack occur:

* Report it to the relevant authority or Manager immediately
* Report any suspicious behaviour, emails, or online presence to management or human resource immediately
* If you believe you or a fellow employee are under threat or instant attack, follow procedures outlined in Code Red,

## 9.0 RESPONSIBILITY FOR PASSWORDS AND AUTHENTIFICATION

**9.1** All employees of Growth Advance Techniques Pty Ltd (GAT**)** agree to keep their passwords and authentication methods secure and private. If at any time the passwords are misplaced, changed or there has been a breach, then it is the employee’s responsibility to report the breach to the relevant authority.

## 10.0 HOW TO KEEP SOFTWARE UPDATED

**10.1** Growth Advance Techniques Pty Ltd (GAT**)** agrees to stay updated with protective software and systems to keep all employee, volunteer, patient/client and member of the public personal information safe and secure from risk or harm of cyber-attack.

## 11.0 HOW TO AVOID PHISHING HACKS, SPAM, SCAMS, and other malicious threats

**11.1** Employee’s understand the information below provides instructions on how to avoid phishing attacks, spam, scams, and other malicious threats and is the responsibility of the employee to enforce the following:

* Educate yourselves and attend training sessions with mock phishing scenarios.
* The Company will deploy a SPAM filter that detects viruses, blank senders, etc.
* The Company will keep all systems current with the latest security patches and updates and employee’s will familiarise themselves with them.
* Growth Advance Techniques Pty Ltd (GAT**)** will install an antivirus solution, schedule signature updates, and monitor the antivirus status on all equipment.
* Encrypt all sensitive company information.
* Convert HTML email into text only email messages or disable HTML email messages.
* Require encryption for employees that are telecommuting.

## 12.0 ACCOUNTABILITY

When public mistakes happen Growth Advance Techniques Pty Ltd (GAT**)**Human Resources will investigate and follow the Growth Advance Techniques Pty Ltd (GAT**)** disciplinary procedures as appropriate as every employee is essentially responsible for what they publish online.

## 13.0 OVERALL POLICY REVIEW

Human Resources has general responsibility for the quarterly evaluation and update of this social media policy for Growth Advance Techniques Pty Ltd (GAT**)**.

## 14.0 SOCIAL MEDIA AGREEMENT

**14.1** When signing the agreement below, all Summerhouse employees, contractors, volunteers, attendees or members of the public, are confirming that they will comply with this agreement and that they confirm they understand the Summerhouse media policy.

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| **Signed by:**  NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Print  ---------------------------------------------------- |
| **Date: / /** |
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