

Social media terms of use policy



Version 1.1 – January 2022

Purpose

1. We use social media (Facebook and LinkedIn) to provide the community with regular news, updates, case studies and reports from our office. We want to ensure information about our services is easy to access.

Our moderation guidelines

2. We can answer questions during our office's opening hours between 9.00 am to 5.00 pm Eastern Australian time every Monday to Friday. We will not respond when our office is closed, including on Public Holidays or during the holiday closedown period. We aim to provide responses within two working days.
3. We proactively moderate all user contributions between these times to ensure comments meet these terms of use. This includes removing posts that appear to be from fake accounts.
4. To get the most from our social media pages and to stay safe online, we ask all those engaging with our social media pages to follow the guidance below should they choose to comment, post, tag, mention or message our pages.
 - Do not share any personal information in public forums, specifically in posts or as comments, videos or images. This includes sharing the social media user's, or another person's, contact details (email address, phone number, postal address), birthday or bank account details, Medicare number, driver's licence, tax file number and any personal situation or reference numbers for a complaint or freedom of information (FOI) matter.
 - Do not share any personal information in Private Messages through Facebook Messenger. These messages can't be seen by the general public but can be seen by our office. We will never ask for personal information in any social media correspondence.
 - Social media users familiarise themselves with the policies and terms and conditions of the social media platform they are using. Each platform has its own binding terms and conditions. These platforms may also occasionally be unavailable, and we accept no responsibility for lack of service during this downtime.
 - If a social media user would like to contact us about a complaint or an FOI matter, they should instead reach out to us via phone, email, or the online form available on our website.
5. We are not responsible for and do not endorse the content, opinions, information, products or services that are offered or shared in posts by others on our social media pages.

What we expect of our social community

6. Our social media pages are a place for the community to follow our updates, get the latest news and engage with our office. Everyone should feel welcome, respected and safe. We actively moderate our social media pages and content to remove any inappropriate engagement or content.
7. When engaging with our social media profiles, we require social media users:
 - use appropriate and considerate language
 - do not make abusive, disparaging, threatening, defamatory or offensive remarks
 - do not make inaccurate or misleading comments
 - do not provide any medical advice
 - do not make any negative comments in relation to any group based on age, gender, sexual preference, religion, race, ethnicity, nationality or disability
 - do not post images, gifs or videos that belong to others. Note that any infringement on a third party's copyright, trademark or intellectual property is prohibited and the social media user's sole responsibility
 - do not post images of others without their expressed permission
 - do not solicit business or clients through our social media pages
 - do not share any links, downloads or material that may cause security issues
 - do not post multiple versions of the same view
 - do not make excessive postings on the same issue
 - do not make comments irrelevant to the topic being discussed
 - do not make unproven or unsupported accusations against individuals or organisations
 - do not share any information or correspondence that is currently being considered by our office or an entity that we have oversight over
 - do not identify matters that are currently the subject of legal proceedings or would break a court's non-publication order
 - do not share any off-topic, unrelated or spam content to our page
 - do not impersonate or falsely represent another person.
8. If any engagement breaches these terms of use, we reserve the right (where our social media channel allows) to remove this engagement.
9. Repeated breaches of these terms of use may result in an individual being blocked or reported to the social media platform and other authorities at our discretion. This may include law enforcement if necessary.
10. Whilst we take every effort to moderate the content on our social media profiles, there will be times that we are unable to act or remove any offending content outside of business hours. Any content from other individuals or groups on our social media channels including but not limited to comments, messages, photos and videos does not represent an endorsement by our office.

Social media privacy and personal data

11. Our office is dedicated to ensuring appropriate protection of personal information. Our privacy policy outlines how we collect, use and disclose personal information. For more information on our privacy policy, visit [our website](http://www.nhpo.gov.au/privacy-and-confidentiality): <www.nhpo.gov.au/privacy-and-confidentiality>.
12. We may use a person's social media details (for example a person's name as it appears on social media) and any contributions users make to our social media channels (for example, comments, likes, shares or messages) as feedback or insights to enhance the delivery of our services and better manage community relationships.
13. We may also use information shared with us on social media in line with our privacy policy to improve the handling of complaints to our office. We do not collect or use any personal information about social media users for feedback, insights or training purposes.
14. We receive statistics on the reach, engagement and impact of our social media content from each platform. This data is grouped and not identifiable to any specific individual who has interacted with our social media pages. We use this data to improve social media users' experience across our digital platforms and measure the effectiveness of our social media communication.

What you can expect from us

15. We only comment on topics that fall within the scope of our role and our comments will reflect our impartiality and independence.
16. We will ensure that we:
 - are respectful of individuals and communities online
 - publish information that is factually correct and complies with our policies and social media procedures (particularly those relating to privacy and confidentiality)
 - adhere to the social media platform's terms of use and respect the cultural and behavioural norms of the platforms being used
 - do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity.
17. If you see anything that concerns you on our social media, including any information shared or actions taken by our staff, please contact us by email, phone or via our webform. Visit [our website](http://www.nhpo.gov.au/contact-us): <www.nhpo.gov.au/contact-us>.

Following and unfollowing

18. We do not automatically follow organisations or individuals who follow our social media pages.
19. We may follow relevant organisations including statutory bodies, government agencies and organisations or individuals in the Australian health sector where there is a clear link in communicating and receiving information.
20. We will generally not follow individuals unless they are known in a professional capacity and there is a clear link in communicating and receiving information.
21. Being followed by our social media pages does not imply endorsement of any kind.

22. We review accounts followed by our pages as part of our account maintenance and monitoring. This may result in us unfollowing accounts.

Our social media use

23. The Ombudsman and Commissioner has overall responsibility for authorising staff contributions to social media and online communities on behalf of our office's official social media accounts.
24. Our strategy and communications unit, subject to the Ombudsman and Commissioner's discretion, is responsible for managing our social media sites and online community.
25. All social media projects are undertaken as part of our digital engagement strategy.
26. Information shared on social media or via social media platforms is limited to 'official' information. This relates to information produced that relates to routine official duties.
27. To create and maintain accurate records of our activities, transactions and decisions, we archive social media platform information every six months.
28. Social media information may be unpublished due to legal action or risks associated with escalation. Special action will be taken to capture social media content that is unpublished (as it would not be found in the archived data).
29. We respect copyright and creative commons licences, privacy, defamation and other applicable laws when publishing on social media platforms.

Policy review

1. The Ombudsman and Commissioner will review this policy every three years in consultation with staff and relevant stakeholders.

Version	1.1
Responsible work area	Strategy and communications unit
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Next scheduled review date	10 January 2025

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