

Social Media Policy

AOTP

<p>1.0 Background</p>	<p>Social media offers a unique opportunity for people to gather in online communities of shared interest and create, share or consume content.</p> <p>AOTP recognises that social media is becoming an increasingly important tool for corporate and business engagement and along with other forms of communication, provides the opportunity to reach out and connect with its members and the general public. Where appropriate, AOTP therefore encourages and supports the professional use of social networks by members to build more meaningful networks and relationships with its members.</p> <p>AOTP also recognises that with this rapid growth in the use of social media, it is important to provide a policy framework and guidelines which clearly outline members responsibilities in relation to the use of social media, either as part of their normal duties, or when commenting on AOTP activities in a personal capacity.</p> <p>This policy is designed to protect the interests of both members and the AOTP. To this end, when engaging in social media, AOTP expects members to consider that they are representatives of the organisation and to take responsibility for ensuring that any references to AOTP, its activities or its members are accurate and current.</p> <p>At all times the confidentiality of the organisation, and the privacy of other members, work colleagues and members of the community who you interact at work with, as well as the reputation of AOTP must be maintained.</p>
<p>2.0 Using social media for business-related purposes</p>	<p>When engaging in social media activities, you must:</p> <ul style="list-style-type: none">• Disclose and comment only on information that is already approved by the AOTP to be in the public domain.• Ensure that all content published is accurate and not misleading.• Comment only on areas that are within your expertise and authority.• Ensure that your comments are respectful, non-defamatory could not be considered as a form of harassment or bullying; non-discriminatory and could not be considered as a form of harassment or bullying.• Not breach intellectual property (e.g., copyright) or privacy laws.• Not bring AOTP into disrepute.• Not damage the good reputation of any AOTP member.

<p>3.0 Using social media for personal use</p>	<p>When using social media in a personal capacity but where you may choose to make reference to AOTP or its members you must:</p> <ul style="list-style-type: none"> • Ensure that your comments are not misconstrued as representing the AOTP. • Not use or disclose any confidential information or personal information obtained in your capacity as a member of the AOTP. • Ensure that your comments are respectful, non-defamatory; non-discriminatory and could not be considered as a form of harassment or bullying towards a member of the AOTP. • Not breach intellectual property (e.g. copyright) or privacy laws. • Not bring the AOTP into disrepute. • Not damage the good reputation of any AOTP member.
<p>4.0 Breach of policy</p>	<p>Breach of this policy could lead to instant removal of membership of the AOTP.</p> <p>Bullying, vilification or harassment of any AOTP member via social networking sites will be considered a breach of this policy and subject to disciplinary action of the member.</p> <p>Harassment might include but is not limited to using electronic media to send offensive, sexually or racially offensive or harassing messages, images or photographs. Similarly, threatening messages or posts sent via social networking sites, can be constituted as bullying.</p> <p>AOTP members should be aware of their responsibilities as professionals in relation to patient privacy and confidentiality. Releasing sensitive information is prohibited on social networking sites as described above. Monitoring tools are in place to help AOTP monitor conversations about the AOTP online.</p>
<p>5.0 Expected outcome</p>	<p>All AOTP members are to comply with this policy, resulting in the positive use of social media for business whilst minimising inappropriate use of social media.</p>

Prepared by:	Anne V Bishop Public Relations Officer - AOTP Committee	14 January 2015
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