

Social Media Policy

DOCTORDOCTOR's Philosophy - *Why do we have this policy?*

DOCTORDOCTOR recognises that social media and technology plays a significant role in our employee's lives. This policy provides guidance to employees on how to approach the rapid growth of social media within the context of their employment at DOCTORDOCTOR.

Application of Policy - *Who does this policy apply to?*

This policy applies when an **employee's or call centre contractor's** participation in social media reflects on them as an employee of DOCTORDOCTOR (or its associated entities) or on DOCTORDOCTOR itself. This includes when an employee:

- Chooses to make references to DOCTORDOCTOR, its associated entities, other employees, doctors and patients;
- Identifies themselves as an employee of DOCTORDOCTOR (or its associated entities) when using a social media platform;
- Is an official and authorised social media spokesperson of DOCTORDOCTOR; and
- Uses company time and/or equipment to participate in social media.

Each employee has a right and personal choice to participate in social media and this policy does not apply for personal use of social media where there is no connection to the company or its associated entities.

Policy Principles - *How do we achieve the aim of this policy?*

DOCTORDOCTOR aims to promote thought leadership within social media through the following policy principles:

Responsibility

Employees are responsible for their actions on social media platforms and should ensure the information they publish is informed and accurate at all times.

If an employee states a personal opinion on a matter that is related to DOCTORDOCTOR, its products, services, people, vendors/suppliers, partners, affiliated organisations, competitors or on industry issues, the employee is required to include a disclaimer stating: "These are my personal opinions and not to be interpreted as those of DOCTORDOCTOR or its associated entities."

Only official and authorised social media spokespeople of DOCTORDOCTOR are authorised to set up a social media page on behalf of the company or DOCTORDOCTOR medical centre. If an unauthorised social media page is created, DOCTORDOCTOR reserves the right to delete the page.

Respect

Employees should respect other participants within social media and be honest about their identity and affiliation to DOCTORDOCTOR. Other individuals and organisations (whether they are participating in the conversation or not) should be respected at all times including DOCTORDOCTOR and its associated entities, its products, services, people, vendors/suppliers, partners, affiliated organisations and competitors.

Material should not be published that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity including DOCTORDOCTOR and its associated entities, its products, services, people, vendors/suppliers, partners, affiliated organisations and competitors.

When publishing on social media platforms, employees should respect copyright, financial disclosure and all other laws. Unless authorised, DOCTORDOCTOR logos or trademarks should not be used during participation.

Confidential information

Employees should only disclose information that is publicly available. Private and confidential information should be protected, aligned with DOCTORDOCTOR's Privacy Policy and Staff Privacy and Confidentiality Policy. This includes company and personal information relating to others (including other employees, doctors and patients).

Common Sense

Anything that is published on a social media platform becomes a permanent record on the internet. DOCTORDOCTOR recommends that employees use a common sense approach when participating on social media platforms. Consideration should be given to DOCTORDOCTOR's reputation and whether material published has the potential to damage the reputation or business interests or bring the company into disrepute.

Access

DOCTORDOCTOR does not support the use of social media during work hours unless it is relevant to an employee's role. Logging onto social media platforms for personal purposes should be kept to an employee's tea or meal break times so that their effectiveness in their role is not undermined. Employees should use common sense when accessing social media platforms during work time and/or on company owned equipment.

Consequences for breach of this policy - *What will happen if you don't comply?*

In the event that an employee is found to have breached this policy they may be subject to disciplinary action which, depending on the circumstances and the seriousness of the breach, may include termination of employment.

Definitions - *What is social media?*

What is social media?

Social media is any tool, platform or service that uses the internet to facilitate conversation. Social media creates online communities where people come together to create, share and consume content. Examples of social media include, but are not limited to:

- Facebook
- TikTok
- Reddit
- Twitter
- YouTube
- Snapchat
- LinkedIn
- Instagram
- Discord

Who is an official spokesperson for DOCTORDOCTOR?

Official and authorised spokespeople of DOCTORDOCTOR are usually members of the DOCTORDOCTOR Executive Team and authorised members of the Marketing Team. All official and authorised spokespeople are formally notified by DOCTORDOCTOR of their status and undergo formal media training.

The General Manager is responsible for responding to negative patient reviews on Google. The Marketing Team is available to assist with wording for appropriate responses.

What is considered company equipment?

Company equipment includes any device that DOCTORDOCTOR owns for business purposes. This includes, but is not limited to phones, desktop computers, laptops, tablets and company provided internet access.

Roles and Responsibilities - *What are your responsibilities?*

Executives

- Encourage and promote the principles within the Social Media Policy.

Managers

- Ensure employees are aware of DOCTORDOCTOR's Social Media Policy and their obligations.

Employees

- Read, understand and comply with DOCTORDOCTOR's Social Media Policy
- Notify their manager if information or references to DOCTORDOCTOR (or its associated entities) is identified which are false misleading, inaccurate, defamatory or in any way questionable.

DOCTORDOCTOR Policy Tools - *How do we implement this policy?*

- Staff Privacy and Confidentiality Policy
- Privacy Policy
- Workplace Behaviour Policy