



Social Media policy

1. Purpose

To ensure that ANZCA fellows, specialist international medical graduate (SIMGs) and trainees acknowledge and understand the purpose, effects and possible risks associated with the use of social media across all platforms and in various environments.

2. Introduction

Recognising that social media is a credible and accepted form of communication, ANZCA supports the positive and responsible use of this communication tool. ANZCA also reminds fellows, SIMGs and trainees that in their interactions on social media they should be aware of and consider their professional positions within the community and their responsibility to the college.

3. Body of policy

As the use of social media increases, so too does evidence from studies, legal cases and media reports that medical professionals can face risks that can damage personal integrity as well as doctor-patient and doctor-colleague relationships.

In general when using social media, fellows, SIMGs and trainees should act with integrity, never reveal confidential information, be respectful, remember that content published on social media sites is publicly available – even on personal accounts – and ensure they don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about work or about another person or entity.

ANZCA staff and workers who are not fellows, SIMGs or trainees should read and be familiar with the ANZCA staff code of conduct and the staff social media policy.

ANZCA fellows are reminded that their behaviour is guided by the [The Supporting Anaesthetists' Professionalism and Performance: A guide for clinicians](#), as well as the ANZCA Code of Professional Conduct. Fellows, SIMGs and trainees acting as college representatives using the college's information and communication technology (ICT) resource should also be aware of the ICT Code of Conduct. Resources that also represent and guide best practice in using social media for medical professionals are:

- The Medical Board of Australia's [social media policy](#).
- The Medical Council of New Zealand's [Statement on use of the internet and electronic communication](#).
- [Social Media and the Medical Profession](#) developed by the Australian Medical Association (AMA) Council of Doctors-in-Training, New Zealand Medical

Association Doctors-in-Training Council, New Zealand Medical Students' Association and Australian Medical Students' Association.

4. Concerns or comments

If you have any concerns about this policy, please contact the Policy and Communications Unit on +61 3 9510 6299 or via communications@anzca.edu.au. Requests must be in writing and resolution of concerns will be sought as promptly as possible.

5. Changes to <Policy Title>

The college may modify or amend this policy at any time. Formal notice of amendments will not ordinarily be given, but the current Social Media policy will be available via the college policy repository or by contacting the college on +61 3 9510 6299.

6. Related documents

- [*The Supporting Anaesthetists' Professionalism and Performance: A guide for clinicians*](#)
- ANZCA Code of Professional Conduct
- Internet, email, and computer use policy

10. Policy review

Promulgated:	2015
Review date:	2021
Date of current policy:	January 2021
Policy custodian:	Executive Director, Policy and Communications