



Social media policy

1. Purpose and scope

ANZCA recognises that social media is a credible and accepted tool for communication, collaboration, and education, and we value the contributions our members and staff can make in terms of advocacy and awareness-raising through its positive and responsible use.

This policy outlines the principles underpinning ANZCA's approach to social media, and provides guidance to ANZCA and FPM employees, contractors, consultants, fellows, trainees, and specialist international medical graduates (SIMGs) in their personal use of social media and explains ANZCA's expectations of them when making public comment in both professional and personal capacities. For the purpose of this policy:

- "Social media" means any platform for online publishing, commentary, or networking including, but not limited to, Facebook, Flickr, Instagram, LinkedIn, Reddit, Twitter, TikTok, YouTube, blogs, forums, instant messaging (such as WhatsApp, Wickr, and Signal), discussion boards and wikis.
- "Employee" means ANZCA and FPM employees, contractors, and consultants.
- "Member" means fellows, trainees, and SIMGs.
- "Office bearer" means any member working for the college in an official paid or pro bono capacity including, but not limited to, ANZCA councillors, FPM Board members, and committee members.

This policy does not discourage nor unduly limit employees, members, and office bearers from using social media for personal expression or other on-line activities in their personal life. However, 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.

3. Body of policy

3.1. General use of social media by ANZCA employees, fellows, trainees, and SIMGs

3.1.1. ANZCA encourages all members, employees, and office bearers to help promote the college and the specialties it represents via their personal social media by:

- Sharing and commenting on ANZCA posts.
- Making valuable and considered posts about anaesthesia, pain medicine, and perioperative medicine to generate or facilitate conversation.
- Keeping an eye on comments concerning ANZCA and alerting the ANZCA Policy and Communications Unit to any unduly critical or misleading content that may require a formal response.

3.1.2. ANZCA employees, members, and office bearers should be aware of, and consider, their professional positions within the community and their responsibility to the college when interacting on social media platforms in any capacity.

- 3.1.3. The expected behaviours and professional standards of members is guided by *Supporting Anaesthetists' Professionalism and Performance: A guide for clinicians* (ANZCA Professionalism Guide), the *ANZCA Constitution*, and relevant professional policies such as 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*, and relevant national laws and regulations.
- 3.1.4. Examples of social media behaviours that fellows, trainees and SIMGs should not engage in, include:
- Disclosing confidential or personal information about their patients or their colleagues.
 - Discrimination or harassment, sexual harassment, bullying, stalking, victimisation, abusive or threatening interactions.
 - Defaming or criticising colleagues in an untruthful, misleading, or deceptive manner.
 - Seeking to enhance their practice by actively denigrating or inhibiting a colleague's practice.
 - Disclosing confidential information about ANZCA or ANZCA employees.
 - Using ANZCA and FPM logos and branding in a way that deliberately implies that they are – acting for or communicating on behalf of ANZCA.
- 3.1.5. If your social media profile identifies you as an employee, member, or office bearer, be mindful that others may interpret your views as representing ANZCA, even if this is not your intention.

3.2. Official use of social media by ANZCA

Social media is an essential communications tool for the college. We use a range of platforms to raise the profile of the college and the professions we represent; promote member engagement activities; share news and safety alerts; and celebrate the achievements of the college and its members.

- 3.2.1. ANZCA is responsible for content posted by ANZCA on its official social media accounts only. These are as follows:
- www.facebook.com/ANZCA1992 (and associated private Facebook groups)
 - www.instagram.com/the_anzca
 - www.linkedin.com/company/347882
 - <https://twitter.com/anzca>
 - https://twitter.com/anzca_fpm
 - www.youtube.com/channel/UCjtidyYE-FO2i_Z0llvhnHA (ANZCA)
 - www.youtube.com/channel/UClyo-mevyHHfCGAHdEmDRJg (FPM)
- 3.2.2. The ANZCA Policy and Communications unit is responsible for creating and managing the official ANZCA social media accounts. This includes posting, reviewing, responding to, or editing social media content.
- 3.2.3. The high standards of professional behaviour that are expected when conducting ANZCA business in person also apply when participating online through ANZCA social media.

3.2.4. ANZCA employees, members, and office bearers using the college's information and communication technology (ICT) resources should also be aware of the ICT Code of Conduct.

3.2.5. Fellows, trainees, SIMGs and employees must not create social media accounts on behalf of ANZCA, nor should they speak on behalf of ANZCA, unless specifically authorised to do so.

4. Other resources

Non-ANZCA 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 Page 2 Social Media policy 2021 Association Doctors-in-Training Council, New Zealand Medical Students' Association and Australian Medical Students' Association.

5. 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.

6. Changes to this policy

ANZCA 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 ANZCA website or by contacting the college on +61 3 9510 6299.

7. Changes to control register

Version	Author	Approved by	Approval date	Sections modified
1	Mr Alan Dicks Ms Clea Hincks Dr Maryann Turner Dr Tanya Selak Dr Scott Ma	PAEC		All

8. Policy review

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Policy custodian: Executive Director, Policy and Communications