

## Social Media Policy – RACF Visiting General Practitioner Services

### Queensland Healthcare Pty Ltd

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<b>Version</b>	1.0
<b>Effective Date</b>	Feb 2026
<b>Review Date</b>	Feb 2029
<b>Next Scheduled Review</b>	Three Years (or earlier if required)
<b>Applies To</b>	All patients/residents seen by Queensland Healthcare Pty Ltd and any contracted staff supporting care delivery

#### 1. Introduction

For the purposes of this policy, “**social media**” refers to online platforms that enable users to create, share, or interact with content or other users (including but not limited to Facebook, Instagram, X/Twitter, LinkedIn, TikTok, YouTube, WhatsApp groups, and similar platforms).

Due to the high-risk nature of providing medical care to older persons in Residential Aged Care Facilities (RACFs), and the heightened privacy, consent, and professional boundary risks, this practice does not use social media for any business, clinical, marketing, or patient engagement purposes.

Accordingly:

- The practice does not maintain any public or private social media accounts
- Social media is not used to communicate with residents, families, RACFs, or referrers
- Social media is not used for advertising, education, testimonials, or recruitment

All members of the practice team, including General Practitioners, contractors, and support staff, are expected to comply with this policy.

Practitioners and staff are legally responsible for their online conduct and may be subject to disciplinary action (including termination of employment or contract) if their conduct breaches this policy or professional standards.

## 2. Procedure

### A. Practice use of social media

- The practice **prohibits the creation, operation, or use of social media accounts** in the name of the practice, the service, or in connection with its aged care visiting activities.
- No staff member or contractor is authorised to:
  - create social media accounts on behalf of the practice
  - post, comment, respond, or engage in any online content representing the practice
  - use social media to discuss clinical matters, RACFs, residents, families, or practice operations

As the practice does not use social media, **no social media officer is appointed.**

### 3. Personal social media use by practice team members

While the practice does not regulate lawful personal use of social media outside of work, all team members must ensure that **personal social media activity does not:**

- Identify or refer to:
  - RACF residents or their families
  - RACFs visited by the GP
  - clinical cases (even if de-identified where re-identification is reasonably possible)
- Disclose or imply access to confidential or proprietary information
- Comment on, criticise, or describe RACFs, residents, staff, or families
- Undermine public trust in the profession or the practice
- Breach privacy, confidentiality, or professional boundaries

Team members **must not:**

- claim or imply they are speaking on behalf of the practice
- represent themselves as a spokesperson for the practice
- post content that could reasonably be linked back to identifiable residents or facilities

If a team member identifies themselves online as being associated with the practice, any such content **must include a clear disclaimer**, such as:

“The views expressed here are my own and do not reflect the views of my employer or any organisation I am associated with.”

#### **4. Advertising, testimonials, and regulatory compliance**

The practice complies with:

- the **National Law (AHPRA)**
- the **Medical Board of Australia advertising guidelines**

As the practice does not operate social media accounts:

- testimonials are not solicited or published
- the practice does not host, moderate, or respond to online comments

The practice is not responsible for unsolicited testimonials published on third-party platforms over which it has no control.

#### **5. Monitoring and breaches**

Any suspected breach of this policy must be reported to the Practice Director or nominated senior clinician.

Breaches may result in:

- counselling or education
- formal warnings
- termination of employment or contract
- notification to regulatory bodies where required

#### **6. Alignment with Other Policies**

This policy must be read in conjunction with:

- Privacy Policy
- Confidentiality Policy
- Code of Conduct

- IT, Email and Communications Policy

### **7. Policy review statement**

This policy is reviewed at least every three years and whenever there are material changes to how we handle social media, or when relevant regulatory requirements change. The current version is available on request.