

# Social Media and Website Policy

## 1. Purpose

This policy outlines the guidelines for managing social media and website content for this practice to ensure professional, ethical, and compliant online interactions. It applies to all employees, contractors, and representatives of the practice who engage with digital platforms on behalf of the business.

## 2. Scope

This policy applies to all social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok, etc.) and the practice website, including blog posts, comments, and online reviews.

## 3. Compliance & Professionalism

- All online content must comply with AHPRA (Australian Health Practitioner Regulation Agency) and Optometry Board of Australia advertising guidelines.
- Avoid misleading claims about treatments, services, or patient outcomes.
- Ensure all medical information shared is evidence-based, accurate, and appropriate for public understanding.
- Maintain a professional and respectful tone in all interactions.

## 4. Patient Privacy & Confidentiality

- Do not share identifiable patient information, including images, testimonials, or case details, without written patient consent.
- Ensure compliance with the Privacy Act 1988 (Cth) and the OAIC (Office of the Australian Information Commissioner) guidelines regarding patient data protection.
- Avoid discussing specific patient cases or giving medical advice over social media.

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## 5. Content Guidelines

- Content should be educational, engaging, and relevant to optometry and eye health.
- Promote practice services ethically and within professional boundaries.
- Do not post or engage with content that is discriminatory, offensive, or controversial.
- Avoid using unverified health claims or endorsing specific brands without evidence-based reasoning.

## 6. Managing Comments & Online Interactions

- Respond professionally to questions and comments but avoid providing specific medical advice online.
- Politely encourage users to book an appointment for personal medical concerns.
- Monitor and moderate comments to remove misinformation, offensive language, or spam.
- If negative reviews arise, respond professionally and avoid disclosing patient details—offer to discuss concerns privately.

## 7. Employee Personal Social Media Use

- Employees must avoid discussing work-related matters, patients, or colleagues on personal social media accounts.
- Personal social media posts should not imply an official stance or endorsement from the practice.
- Staff should not engage in online disputes regarding the practice or optometry-related issues.

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## 8. Advertising & Promotions

- All promotional content must comply with AHPRA guidelines on advertising health services.
- Testimonials or patient reviews must not be used in marketing materials, including social media, as per AHPRA regulations.
- Discounts and promotions must be clearly outlined and not create unrealistic patient expectations.

## 9. Security & Account Management

- Only authorised staff members should manage practice social media accounts.
- Use strong passwords and two-factor authentication for account security.
- In case of a breach, report immediately to management and take corrective action.

## 10. Policy Violations & Consequences

- Breaches of this policy may result in disciplinary action, including content removal, suspension of access, or termination of employment for serious violations.
- Staff must report any concerning online interactions or potential policy breaches to management.

## 11. Review & Updates

This policy will be reviewed annually or as needed to ensure compliance with regulatory changes and best practices.