

 <p>BAY OF PLENTY DISTRICT HEALTH BOARD HAUORA A TOI</p> <p>DIGITAL COMMUNICATION PROTOCOL</p>	<p>SOCIAL MEDIA</p>	<p>Policy 2.6.2 Protocol 3</p>
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PURPOSE

Bay of Plenty District Health Board (BOPDHB) supports and recognises the benefits of social media particularly in the areas of public health information and recruitment, but notes there are risks to both BOPDHB and individuals when using social media.

This protocol defines the rights, responsibilities and procedures for using social media via BOPDHB network resources and the standards expected from staff when utilising social media for BOPDHB purposes.

STANDARDS TO BE MET:

1. General Rules

- 1.1 Staff and contractors use of Social Media for purposes that supports the goals and objectives of BOPDHB is permitted and encouraged.
- 1.2 Social Media should only be used as part of the normal execution of an employee's or contractors responsibilities and in a manner that is consistent with BOPDHB's standards of conduct.
- 1.3 Information communicated via Social Media is subject to the same protocols and standards as other official means of communication. Information being communicated on behalf of the BOPDHB is subject to the BOPDHB's publication standards, including review and approval by appropriately delegated personnel.
- 1.4 Staff and contractors will understand the importance of keeping confidential, sensitive work matters private, knowing careless social media use could be a serious breach of employment or contractual requirements.
- 1.5 All employees will understand their workplace obligations of trust and confidence and therefore will not bring the BOPDHB into disrepute.

2. Access and Appropriate Use Rules

- 2.1 Staff or contractors using Social Media must ensure that the use is appropriate, for example comments, documents, photographs, video and other media associated with, but not limited to:
 - a) Conducting research and investigation in support of service planning, service provision and/or output delivery. Note, however, that this does not provide staff with a right to use Social Media in a way that would be deemed inappropriate (Refer below).
 - b) Communication and information exchange with Government agencies and other organisations as required by business.
 - c) Professional development activity, such as maintaining clinical/professional knowledge and currency with, and/or debating, issues in a field of knowledge. This includes personal development activity, such as university associations and professional societies.

<p>Issue Date: Jun 2018 Review Date: Jun 2020</p>	<p>Page 1 of 2 Version No: 3</p>	<p>NOTE: The electronic version of this document is the most current. Any printed copy cannot be assumed to be the current version.</p>
<p>Protocol Steward: IT Manager</p>	<p>Authorised by: GM, Information Management</p>	

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3. Inappropriate Use

- 3.1 Staff and contractors must not use Social Media for inappropriate purposes, for example comments, documents, photographs, video and other media associated with, as this may be deemed as serious misconduct. Inappropriate purposes include but are not limited to:
- a) Disclosure of confidential information including patient or staff specific information or information commercially sensitive to the BOPDHB or its contractors.
 - b) Passing off personal views as representing those of the organisation.
 - c) Soliciting for personal gain or profit and/or the participation in on-line commercial activities.
 - d) Making or posting derogatory, improper, indecent, threatening, racist or sexist remarks and proposals.
 - e) Making statements that are harassing, disparaging or discriminating against staff, contractors or third parties associated with the BOPDHB.
 - f) Uploading or downloading copyrighted material without written authority from the copyright holder.
 - g) Any activity that violates New Zealand law and/or is contrary to BOPDHB's Code of Conduct / Shared Expectations.
 - h) Excessive personal use during working hours.
- 3.2 BOPDHB reserves the right to block social media channels deemed inappropriate.

4. Monitoring of Use

- 4.1 Procedures will be in place to enable the regular monitoring of users access and use of Social Media. Information obtained may be disclosed to line managers of staff members involved and other authorities if necessitated by the information retrieved.
- 4.2 BOPDHB reserves the right to monitor, restrict, suspend or terminate a user's access to any Social Media site system.

5. Breach of Policy and Protocol

Any breach of this policy and protocol will be investigated and may be subject to action under policy 3.50.13 Investigation and Disciplinary.

6. External Guidelines and References

Note that in addition to this protocol staff need to be aware of the standards published by their professional body and / or relevant Government Agencies (e.g. Ministry of Health or Department of Internal Affairs).

ASSOCIATED DOCUMENTS

- Bay of Plenty District Health Board policy 2.6.2 Digital Communication
- Bay of Plenty District Health Board policy 2.6.2 protocol 1 Email Usage
- Bay of Plenty District Health Board policy 2.6.2.protocol 2 Internet Usage
- Bay of Plenty District Health Board policy 2.6.2.protocol 4 Sensitive Data
- Bay of Plenty District Health Board policy 2.6.2 protocol 5 Cloud Services
- Bay of Plenty District Health Board policy 3.50.13 Investigation and Disciplinary

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