SOCIAL MEDIA POLICY

1. SCOPE

This policy outlines the guidelines for representing ACEM in social media channels. These guidelines apply to employees, management, the governing bodies and entities of ACEM, as well as contractors and agencies.

2. OVERVIEW

ACEM uses social media to build communities for our members, partners, employees and the general public to interact and connect with us.

Social media supports the organisational goals of:

- continuing to develop relationships with Fellows, members and trainees, and ensuring the relationship is an interactive and collaborative connection;
- developing, facilitating, participating and/or generating online member communities around areas of practice and interest, member debate and discussion, and online learning resources.

3. DEFINITIONS

ACEM/the College

means the Australasian College for Emergency Medicine.

Agencies

means external communications agencies engaged by the College on a fee for service arrangement.

College Member

means a person admitted as a member of the College pursuant to the provisions of the ACEM Constitution and associated regulations, and, for the purposes of this policy, also includes any other person, including trainees, serving on any College entity or as a College representative.

Contractors

means external contracted staff engaged by the College.

Employee

means permanent and fixed-term staff directly employed by the College and, for the purpose of this policy, includes contractors.

Social Media

includes, but is not limited to, applications such as:

- Social networking sites: Facebook, LinkedIn, Twitter and Yammer;
- Blogs: InsideACEM, wikis and online collaborations, forums, discussion boards and groups (web based, Moodle);
- Instant messaging: Skype IM and SMS;
- Video and photo sharing websites: Flickr, Vimeo and YouTube.
Trainee means a trainee enrolled in the FACEM specialist training program, or Specialist International Medical Graduate working towards Fellowship, or an individual enrolled in the Emergency Medicine Certificate or Diploma.

4. GUIDELINES FOR ACEM’S SOCIAL MEDIA CHANNELS

- ACEM’s external social media presence is managed and maintained by the Communications and Engagement Department.
- Social channels can only be created with the express endorsement of the Executive Director of Communications and Engagement, CEO or ACEM Board.
- The Communications and Engagement Department:
  1. Has editorial control over all content across all ACEM’s social media channels — seeking factual input and support from subject matter experts in responding;
  2. Is responsible for determining the content that is appropriate for each social media channel;
  3. Maintains ACEM’s social media presence and ensures posts are made regularly;
  4. Manages conversations and feedback on ACEM’s social channels — seeking factual input and support from subject matter experts in responding;
  5. Responds to queries in a timely manner.
- Members, trainees and employees are encouraged to positively engage with ACEM’s social channels as part of their role.
- Departments wishing to share content via ACEM’s social media channels related to work of the Department (including requests from governing bodies and other College entities) should send the request to the Communications and Engagement Department. See the ACEM Content Form for guidance.

Social media forms part of the College’s records and will be appropriately retained according to relevant legislation and the applicable College policies.

Note: All communication to the Media must go through the Public Affairs Unit, in accordance with the provisions of the ACEM Media Policy.

4.1 Authorisation to comment

- All members, trainees and employees must have prior authorisation, whether for the specific area/matter or generally (as applicable), to comment on social media as an ACEM representative.
- Authorisation is provided by both the Executive Director of Communications and Engagement and the Executive Director of the employee’s Department.
- When responding, commenting or posting on any matter(s) or aspect(s) regarding ACEM through ACEM social media channels, authorised social media representatives must:
  - adhere to the terms of use for using the social media platform or website, and adhere to all applicable legislation, including copyright, privacy, defamation, anti-discrimination, harassment;
  - ensure that all content published is accurate and not misleading and complies with all relevant organisational policies and other relevant requirements;
  - not disclose information which could be construed as misleading or inaccurate;
  - only disclose and discuss publicly available information, and ensure confidentiality where personal and commercial-in-confidence information is concerned;
4.2 Promoting ACEM on personal social media profiles

All members, trainees and employees are encouraged to help promote ACEM by engaging in social media by:

- sharing, retweeting posts and commenting in their social networks;
- advocating for ACEM and emergency medicine in a positive manner by focusing on positive messages about ACEM and emergency medicine;
- monitoring comments made by participants in ACEM social media applications and escalating any negative messages/comments/posts made about ACEM to the Executive Director of Communications and Engagement or CEO; and
- making valuable and considered posts and tweets to generate/facilitate conversation. Quality is more important than the volume.

This policy does not discourage nor unduly limit members, trainees and employees from using social media for personal expression or other online activities in their personal life.

5. CONSEQUENCES OF BREACH

Where a College member, trainee or employee becomes aware of inappropriate or unlawful online content relating to ACEM or of another breach of this policy, this should be reported to the Executive Director of Communications and Engagement and/or CEO as soon as possible.

Breaches of this policy by authorised social media representatives may have implications for the representative’s ongoing membership or employment with the College which will be considered under the applicable provisions of the ACEM constitution, any associated regulations, policies and procedures as applicable.

For contractors found in breach, consequences may include termination of contract. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by ACEM or concerned third parties.

6. DOCUMENT REVIEW

Timeframe for review: every two (2) years, or earlier if required.

6.1 Responsibilities

Document authorisation: ACEM Board
Document implementation: Executive Director of Communications and Engagement
Document maintenance: Governance and Standards Manager
6.2 Revision History

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<th>Version</th>
<th>Date of Version</th>
<th>Pages revised / Brief Explanation of Revision</th>
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<tr>
<td>v1</td>
<td>Apr-2014</td>
<td>Approved</td>
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<tr>
<td>v2</td>
<td>Feb-2018</td>
<td>Approved by Board; substantive revisions throughout</td>
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