

 <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 the 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 DHB is subject to the DHB'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 an employment or contractual requirements.
- 1.5 All employees will understand their workplace obligations of trust and confidence and therefore will not bring the DHBs into disrepute
- 1.6 Engaging in non-work related social media activities should not take place in work time.

2. Access and Appropriate Use Rules

- 2.1 Access to specified social media sites is allowed for staff and contractors where relevant to their role and authorised by their Executive level manager.
- 2.2 Staff or contractors using Social Media must ensure that the use they make is appropriate. This includes but is 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.

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<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 the Social Media for inappropriate purposes 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 DHB 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
- 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

5. Breach of Policy and Protocol

Any breach of this policy will be investigated and may be subject to action under policy 3.50.01 protocol 9 Investigation Process and 3.50.01 protocol 15 Disciplinary Process.

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 3.50.02 protocol 9 Investigation Process
- Bay of Plenty District Health Board policy 3.50.02 protocol 15 Disciplinary Process

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