

## Social Media Procedures & Guidelines Policy

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### 1. Purpose

Arthritis NSW (ANSW) defines social media as internet-based communications tools with a focus on interactivity, user participation, and information sharing. These include social networking sites, forums, blogs, online chat sites, and video/photo posting sites or any other such similar output or format, including but not limited to those listed in Scope below.

ANSW recognises the important role social media plays in helping shape the organisation's reputation and in providing information and support to its audiences. To that end, ANSW sees social media as an opportunity to:

- Build new and strengthen existing relationships and collaborations with consumers, members, support groups, advocates, influencers in the healthcare arena, and other public and private organisations and individuals with shared or complementary missions.
- Expand our ability to reach, educate and mobilise potential supporters and advocates.
- Serve as a significant source in the online environment of information related to arthritis and osteoporosis particularly in NSW.
- Expand the reach of our messages and information via channels that individuals, policymakers, thought-leaders and the media increasingly turn to as their main source for information.
- Share important breaking news (e.g. new treatments or studies) related to arthritis and osteoporosis.
- Boost traffic to ANSW's main website as well as to its subsidiary sites and other ANSW social media vehicles.

The 'Social Media Procedures and Guidelines Policy' aims to ensure that all parties fully understand their rights and responsibilities in relation to ANSW social media platforms and will be available for review on or from each platform.

ANSW requires that all staff wear a standard of dress appropriate to the circumstances and environment in which work is performed. Importantly, attire should be neither offensive nor likely to give rise to health and safety risks in the workplace.

### 2. Commencement of the Policy

- 2.1 This Policy will commence from date of approval.

### 3. Scope of Policy and Guidelines

3.1. These guidelines cover the following social media platforms and accounts, including but not limited to:

- Facebook Company Page: <https://www.facebook.com/ArthritisNSW>
- Twitter: <https://twitter.com/ArthritisNSW>
- Instagram: <http://www.instagram.com/ArthritisNSW>
- LinkedIn Company Page: <https://www.linkedin.com/company/3610705/>
- YouTube ANSW: <https://www.youtube.com/channel/UC6lsqg0LJ2Q4-zNUP4L8jtA>
- ANSW Website BLOG: <https://arthritissnw.org.au/news/news-articles/>

### 4. Definitions

**ANSW:** Arthritis NSW

**CEO:** Chief Executive Office

**User:** anyone who follows, likes or participates through comments on ANSW social media

### 5. User Guidelines and ANSW enforcement of User Guidelines

5.1. Scope and Limitation of ANSW Social Media content

ANSW social media platforms aim to provide a safe, comfortable, respectful space for people living with all types of arthritis and osteoporosis, people with an interest in arthritis and osteoporosis, health professionals and researchers. We aim to publish posts that are informative, credible and useful.

ANSW social media platforms are a place for Users to share ideas, information, comment upon posts, ask questions and engage with the digital community found on those mediums. Advice or recommendations given by other Users of the social media platform, whilst often delivered in good faith, should not be followed without prior consultation with the User's General Practitioner or appropriate specialist to determine if it is applicable and appropriate for their health situation.

Please note the following regarding ANSW posts:

- It is not within the scope of practice for ANSW to deliver individual medical or treatment advice. People requiring urgent medical attention should call 000 (in Australia). People requiring medical advice should consult their General Practitioner or other medical specialist. People seeking advice on the management of their arthritis, osteoporosis or related condition(s) are advised to call the Arthritis Infoline on 1800 011 041 during business hours (9am to 5pm AEST).
- All ANSW posts have undergone a suitable level of scrutiny by the health services team to verify that the information found therein is of potential community benefit and is appropriate for distribution. The information provided is general in nature and is not to be construed as recommendation for the User to undertake. ANSW recommends Users to discuss all information regarding treatment and management options with their General Practitioner or appropriate specialist.
- The information presented in ANSW social media posts is of a general nature and may not be relevant to all individuals utilising the platform. ANSW endeavours to provide information equitably across the 100 plus forms of Arthritis and other musculoskeletal

conditions. The primary function of the information posted on ANSW social media is to help keep users up-to-date on a variety of matters relating to arthritis (and related conditions), with a view to helping them better self-manage their condition and improve their quality of life.

## 5.2 Social Media User Behaviour Guidelines

In order to maintain and foster a positive, constructive and engaging environment, ANSW social media platform Users must comply with the following guidelines:

- a) All Users are expected to be considerate of other Users of the platforms
- b) Acknowledging the importance of security of personal information in a cyber landscape. Users are discouraged from sharing personal or identifying information that could leave them or other Users vulnerable to identity, financial or predatory threat (e.g. with Juvenile Idiopathic Arthritis content or groups).
- c) All comments must be courteous, respectful and on topic. Inappropriate, negative, hostile or inflammatory remarks will be removed by the Administrator.
- d) The following actions are not acceptable and will result in the post or comment being immediately hidden or deleted.
  - Swearing
  - Abuse: towards the organisation, other Users/followers or a third party
  - Factually incorrect statements that could mislead other Users
  - Spam: fake accounts or people posting links to 'miracle cures/products' etc.
  - Defamatory/slandorous comments
  - Copyright infringement posts or comments that are not the author's original work without adequate citing of the original source
  - Comments deemed to be advertising material, for example regarding vitamins, creams etc.
  - Comments that are off topic and not relevant to the post where the aim or effect is to hijack the post for another purpose.
- e) ANSW encourages robust engagement and dialogue amongst Users for all its posts. It will, however, exercise its right to delete/hide comments or posts that breach the above guidelines and if necessary will block/ban Users who persistently breach the User guidelines.
- f). "Trolling" (starting quarrels or upsetting people by posting inflammatory, extraneous, or off-topic messages in an online community with the intent of provoking Users into an emotional response) or extremely offensive behaviour is unacceptable and such Users will be blocked immediately.
- g) ANSW is appreciative of feedback from Users, provided that it is respectful and of a constructive nature. ANSW has a protocol that will follow-up any valid complaints to find a suitable resolution.
- h) Allowing a User or organisation to like, reference or link to ANSW social media pages in no way reflects an endorsement, approval or co-branding of ANSW to the party in question.

**It is at the sole discretion of ANSW to ban a User considered to breach our guidelines.**

## 6. Research Study Guidelines for Social Media

ANSW encourages awareness of current research and connectivity between researchers and potential participants in their studies. However, for a research study to be considered appropriate for promotion through ANSW channels, the following will be required:

- Approval by an appropriate and recognised ethics department (please provide the documents)
- Confirmation the research findings will be provided to ANSW
- In addition the following *may* be required:
- Full particulars of the study including a summary of research, objectives, protocol, locations, dates, what it entails for volunteers, volunteer profile, who to contact to enlist and any other relevant information
- Supplementary/ Consumer Information sheets
- Consent forms
- Any other additional information determined necessary

The above information will be reviewed by the CEO and Health Service Manager of ANSW for approval and the researcher will be notified of the outcome.

Upon completion of the research, ANSW will require a copy of the published findings.

#### 6.1 Social media process for Research Studies

A prospective research study/trial may appear on one or all of ANSW's social media platforms (at the discretion of the CEO, Health Service Manager and Social Media Officer).

To have your study considered for placement on Arthritis NSW's social media channels, please provide:

- *Copy:* Short and engaging copy inviting consumers to participate should be provided
- ***IMAGE: AT LEAST ONE HIGH QUALITY IMAGE SHOULD BE PROVIDED (IDEALLY 800X800PX SIZE) AND YOU MUST OWN THE IMAGE RIGHTS.***

ANSW 's *CEO, Health Service Manager, Marketing & Communications Lead and Social Media & Digital Marketing Coordinator* are responsible for approval of any social media content and placement is subject to their discretion.

#### **ANSW Contact**

Any questions about this Policy must be directed to the Social Media & Digital Marketing Officer, email: [info@arthritisnsw.org.au](mailto:info@arthritisnsw.org.au).

#### **Variations**

ANSW reserves the right to vary, replace or terminate this policy from time to time.