

HEALTH SERVICES UNION

Social Media Policy

When Does This Policy Apply?

If you use social networking platforms (such as Facebook, Twitter and LinkedIn) whether within or outside the workplace or ordinary hours of work. This policy equally applies to any public blogs you may operate or contribute to.

General Requirements

The HSU respects your right to use social networking sites as a medium for your personal communications and self-expression. However, the HSU requires all employees and contractors to ensure that the interests of colleagues and the reputation of the business of the Union are protected.

The HSU welcomes and encourages interaction with official HSU posts or social media engagement that advances the values and objectives of the HSU and the Australian and International Union movement.

Information You Post Online

Information you post online, including on social media platforms such as Facebook, is not like having a verbal conversation with a person or group of people.

'Conversations' or posts online are in electronic form and have potentially wider circulation than a personal discussion. The nature of social media platforms means that comments might easily be forwarded to others, widening the audience for their publication. Even if you limit the privacy settings on your social media platform to your 'friends' or contacts, these might include employees, members, contractors or suppliers of the HSU.

Further, social media platforms leave an often-permanent written record of statements and comments. These can be read at any time in the future until they are taken down and, because of the nature of the internet, it can be difficult (if not impossible) to remove this information.

You should therefore exercise considerable care in using social networking sites and be aware that making comments or conducting conversations that relate to the Union's employees, members, contractors or suppliers can affect the Union's reputation and business.

Information You Are Prohibited From Posting on a Website

Unless prior written permission is provided by the Secretary, the HSU does not allow you to post the following information on any social media platform:

1. Confidential information

You must not disclose the confidential information of the HSU or its members on any website. The confidential information of the HSU is information held or communicated in any matter, used or produced by the HSU, whether or not marked as such, in the conduct of its business or relating to its affairs.

2. Intellectual property

You must make sure that you do not post any trademarks, proprietary information or other intellectual property of the Union or its members or contractors on a website.

3. Information relating to members and contractors

You must not refer to work you or anyone else is undertaking at the HSU in relation to members or contractors.

Conducting business with members or contractors is also prohibited through posting of information on social networking sites.

4. Content that disparages the HSU, its employees or external parties

The HSU's goodwill, member connections and relationship with contractors are dependent on its reputation.

You must not post any content that disparages or is likely to have a harmful effect on the reputation or business of the HSU.

5. Inappropriate Information

You must not use social networking sites at any time (whether during or outside work hours) to discriminate, harass, bully or victimise employees, members or contractors of the HSU.

You must not post information that tends to (in the opinion of the HSU) offend, insult, humiliate any person or group of persons on a ground or for a reason protected by state or federal anti-discrimination legislation.

You must make sure that you have read and understand any other policies of the HSU that may relate to these behaviours.

HSU Official Pages

You are permitted to make positive comments, 'like' and 'share' contents on official HSU sites/pages e.g. 'we all matter' page, the 'fair share for quality care' page and the 'HSU NSW' page.

'Private' or Group Chats

Many social media tools provide capacity to send private messages. Messages to HSU staff, members, or other persons whom you have a relationship within your professional capacity (such as Unions NSW officials, employers, etc.) are subject to this policy.

Staff should remember that comments or messages that are messaged or posted privately may be reproduced and transmitted, in such circumstances the author and transmitter may be responsible for the contents of such messages or posts.

This section includes phone 'text messages.'

Consequences of This Policy

A breach of this policy may result in disciplinary action, which may include termination of your employment.

The HSU may request that you delete any information contained on any social media platform that is in breach of this policy.

The HSU may restrict your access to certain social networking sites during work time if you are found to be accessing social media unreasonably or excessively.

Policy Version Control

Policy Approval Date:	20 March 2018
Approved by:	Union Council
Approval Resolution No:	UC 41/2018
Version No:	V1
Replaced Version No & Date:	NA