



Health

Mr Gerard Hayes  
Secretary  
Health Services Union  
Level 2, 109 Pitt Street  
SYDNEY NSW 2000

Our ref: H21/108321

Dear Gerard,

I am writing to invite you to provide comment on the draft NSW Health Use of Social Media policy. This has been developed as a new policy which the Ministry of Health intends to publish after the consultation process.

The use of social media platforms to engage and communicate with its audiences is increasingly used across the public. NSW Health supports the appropriate use of social media as a legitimate part of communication and as a means of interacting online.

However, we are also committed to establishing a positive workplace for staff that use social media in a private or official capacity. This commitment is based on our core values of collaboration, openness, respect and empowerment.

Consequently, the purpose of this policy is aimed to:

- Provide the standards of ethical and professional conduct when using social media while working in NSW Health in any capacity
- Providing a clear distinction between the private use and official use of social media and its implications
- Hold employees accountable for the consequences of their private actions online which may have a bearing on their standing as an NSW Health employee
- Promote an online culture between staff members that is free from bullying, harassment and/or discrimination

Please provide your comments to Melissa Collins by email at [Melissa.Collins@health.nsw.gov.au](mailto:Melissa.Collins@health.nsw.gov.au) by **30 June 2021**.

If you have any questions about the policy, please contact Melissa Collins by email at [Melissa.Collins@health.nsw.gov.au](mailto:Melissa.Collins@health.nsw.gov.au), or by phone on 02 9391 9706.

Yours sincerely

Annie Owens *2/6/21*  
**Executive Director  
Workplace Relations**