

HEALTH SERVICES UNION

Social Media Policy

Purpose

The purpose of this social media policy is to provide guidelines for employees, contractors, and agents who create or contribute to social media platforms (such as Facebook, Twitter, and LinkedIn) both in a professional and personal capacity on behalf of Health Services Union (thereafter HSU).

Scope

This policy applies to all employees, contractors, and agents of HSU who engage in social media activities related to the company (such as Facebook, Twitter, and LinkedIn), whether on official company accounts or personal profiles that may impact the company's reputation. This policy equally applies to any public blogs you may operate or contribute to.

Guidelines

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.

While this is getting encourage, the following guidelines should be considered at all time: 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.

1. Compliance:

Adhere to all applicable laws and regulations, including but not limited to data protection and privacy laws, when engaging in social media activities. It's important that employees and contractors understand that their use of social media should not only comply with the social media policy, but also with other policies of the business, such as its code of conduct, employment policy, privacy policy and Relation at work policy.

2. Recognising Bullying and Harassment:

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 the 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.

3. HSU Official social media 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.

4. Private or Group Chats

Many social media tools provide the 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.’

Consequence of Violation

Violation of this social media policy may result in disciplinary action, up to and including termination of employment or contract. Legal action may also be pursued if violations lead to legal consequences for the company. 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

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