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SA Health

Policy

Social Media

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Version 2.3

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Government
of South Australia

SA Health

1. Name of Policy

Social Media.

2. Policy statement

This policy provides the mandatory requirements in relation to the use of social media channels for public communication purposes by SA Health entities.

3. Applicability

This policy applies to all employees and contracted staff of SA Health; that is all employees and contracted staff of the Department for Health and Wellbeing, Local Health Networks (including state-wide services aligned with those Networks) and SA Ambulance Service.

Out of Scope

Personal use of private social media accounts by employees of SA Health is out of scope for this Policy – Employees must comply with the [Code of Ethics for the South Australian Public Sector](#) when engaging with media outlets or social media in their personal capacity.

4. Policy principles

SA Health's approach to social media is underpinned by the following principles:

- > We will ensure that all SA Health social media channels adhere to relevant mandatory Government of South Australia guidelines.
- > We will ensure all SA Health social media channels have a comprehensive strategy guiding content, scheduling, monitoring and management of the channels.
- > We will regularly monitor, moderate and remove content that does not comply with our [Social Media Terms and Conditions of Use](#).
- > We will ensure content distributed on social media channels has obtained the necessary approvals and has been assessed for potential reputational and organisational risk prior to publishing.

5. Policy requirements

Establishing a Social Media Channel

- > All new social media channels and initiatives must have a communications plan, approved by the relevant entity's Communications team and Chief Executive Officer or delegate.
- > All social media channels and activity must adhere to the mandatory [Government of South Australia Marketing Communications Guidelines](#) and Social Media Guides.
- > Social media channels must be owned and managed by the entity's Communications Teams to ensure coordination and consistency with other communication and media activities.
- > Social media channels must have a comprehensive strategy guiding content, scheduling, monitoring and management of the channels.

Risk management

- > A social media Terms of Use must be publicly available and clearly displayed (via a link) on the entity's website and social media channels.
- > Channels must be regularly monitored to respond to or remove inappropriate posts and comments. Consideration must be given to disabling comments outside of business hours.
- > All content must be checked to confirm factual accuracy prior to posting, to ensure that no inaccurate, inappropriate and unmanaged content is published.

- > Profanity block filters must be established.
- > Social media channels must be audited quarterly to close, merge or remove accounts that are no longer required.

Content

- > A social media approval process must occur prior to publication.
- > All social media advertising, or boosted content, including campaign and functional boosting, must be administered in line with the [Department of Premier and Cabinet \(DPC\) Circular PC009 – The Master Media Scheme for Government Advertising](#).
- > SA Health entities must ensure content on social media channels:
 - does not contain party-political statements or references;
 - is not shared from social media channels run by political parties, politicians, or political candidates; and
 - is clearly distinguishable from party-political messaging.
- > Social media channels must not provide specific medical advice.

Moderation

- > Owners of social media channels must:
 - create and use a standard form comment that explains when a post is no longer being moderated (i.e. comments are turned off);
 - disable comments on content and/or posts that may be particularly divisive, or which may attract potentially defamatory comments;
 - remove any inappropriate or offensive comments; and
 - respond in a timely manner to comments or messages that ask genuine questions.

Records

- > In accordance with [State Records Act 1997 \(SA\)](#) all social media content must be recorded and archived as part of legislative requirements of Government record keeping, including deleted posts and comments.

6. Mandatory related documents

The following documents must be complied with under this Policy, to the extent that they are relevant:

- > [DPC Circular PC009 – The Master Media Scheme for Government Advertising](#)
- > [DPC Circular PC025 – Common Branding Policy for the Government of South Australia](#)
- > [Government of South Australia Marketing Communications Guidelines](#)
- > [SA Health Social Media Terms and Conditions of Use](#)
- > [State Records Act 1997 \(SA\)](#)

7. Supporting information

- > [Department of Premier and Cabinet – Social Media Strategy template](#)

8. Definitions

- > **Entity:** includes the Department for Health and Wellbeing, Local Health Networks (including statewide services aligned with those Networks), and SA Ambulance Service.

- > **Social media:** means content created online by people using highly accessible and scalable publishing technologies. It may include social networking sites (i.e. Facebook, LinkedIn, Yammer, Snapchat); video and photo sharing apps (i.e. Instagram, YouTube, Pinterest); blogs (i.e. Tumblr, corporate and personal blogs); micro-blogging (i.e. X – formerly Twitter, Threads); wikis and online collaborations (i.e. Wikipedia); forums, discussion boards and groups (i.e. Google Groups, Whirlpool, Reddit); online multiplayer gaming platforms (i.e. Twitch); vod and podcasting; instant messaging (i.e. SMS, WhatsApp, Viber) and geospatial tagging (Foursquare, Yelp).
- > **Statewide services:** includes Statewide Clinical Support Services, Prison Health, SA Dental Service, BreastScreen SA and any other statewide services that fall under the governance of the Local Health Networks.

9. Compliance

This policy is binding on those to whom it applies or relates. Implementation at a local level may be subject to audit/assessment. The Domain Custodian must work towards the establishment of systems which demonstrate compliance with this policy, in accordance with the requirements of the [System-wide Integrated Compliance Policy](#).

Any instance of non-compliance with this policy should be reported to the Domain Custodian for the Communications and the Domain Custodian for the Risk, Compliance and Audit Policy Domain.

10. Document ownership

Policy owner: Executive Director Corporate Communications as Domain Custodian for the Communications Policy Domain

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11. Document history

Version	Date approved	Approved by	Amendment notes
V1.0	02/07/2013		Original
V1.1	01/08/2014		Update (minor)
V2	17/02/2023	A/Deputy Chief Executive, Corporate and Systems Support	Renamed and updated to new Policy Framework requirements. Previous version titled 'Social Media Communications Policy Directive'.
V2.1	27/02/2023		Revised applicability to remove references to attached offices.
V2.2	07/03/2023		Updated document links and added ISBN.
V2.3	09/01/2024	Domain Custodian for Communications Policy Domain	Removed reference to Employee Use of Social Media Policy and updated document links.

12. Appendices

1. *Nil*