

SOCIAL MEDIA POLICY

OVERVIEW

Pro Health Care and any subsidiary companies (“**Pro Health Care**”) understand that social media networks (such as Facebook, Twitter, LinkedIn, Instagram etc.) play an important part in today's society and that the majority of our employees may use social media in some personal capacity.

It is important for all employees of Pro Health Care to be aware that much of the information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. It is also important to remember that information posted on social network sites can be easily traced and can generally be accessed at any time.

Pro Health Care recognises that technology provides individuals and organisations a unique opportunity to listen, engage and learn with patients and consumers, stakeholders and our people through the use of Social Media. However, the way in which social media is used and what we say has the potential to affect an employee's personal image, Pro Health Care's reputation and/or expose Pro Health Care to possible business and/or legal risks.

The purpose of this policy is to outline minimum standards regarding social media use and participation for all employees during their employment with Pro Health Care. This is including but not limited to casual and permanent employees, members of the board, volunteers, contractors and consultants. Employees are required to be familiar with and comply with the terms of this policy at all times. Failure to do so may result in disciplinary action, up to and including termination.

In so far as this policy imposes any obligations on Pro Health Care (i.e. those additional to those set out under legislation), those obligations are not contractual and do not give rise to any contractual rights. To the extent that this policy describes benefits and entitlements for employees (i.e. those additional to those set out under legislation), they are discretionary in nature and are also not intended to be contractual. The terms and conditions of employment that are intended to be contractual are set out in an employee's written employment contract.

Pro Health Care may unilaterally introduce, vary, remove or replace this policy at any time.

DEFINITION

The term “social media” encompasses a wide range of internet applications. For the purpose of this policy it includes (this is a non-exhaustive list: blogs, microblogs (Twitter), message boards, chat rooms, electronic newsletters, online forums (Google Groups, Yahoo Groups, Reddit), social networking sites (Facebook, Instagram, LinkedIn), video sharing sites (YouTube, Snapchat) and other services that permit users to share information with others.

POLICY

The following rules should be followed by all employees of Pro Health Care in relation to social media networks. These rules apply whether employees are using social media either during or outside of work hours:

- Employees should not post anything on social media networks that refers to their employment, Pro Health Care or any persons associated with Pro Health Care (e.g. other employees, directors, customers, clients, suppliers, etc.) without Pro Health Care's express permission;

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- Employees should ensure that if they identify themselves on social media networks as an employee of Pro Health Care (and even if they do not, it may be traced back to them) that their social media activity is lawful and compliant with all Pro Health Care policies and procedures;
- When participating in social media networks, employees should not imply that any personal comments are endorsed in any way by Pro Health Care. If content involves work or subjects associated or that may be associated with Pro Health Care, a disclaimer should be used, such as: “The opinions posted on this site are my own and may not represent Pro Health Care’s positions, strategies or opinions.
- When participating in social media networks, employees of Pro Health Care should ensure that personal comments do not bring Pro Health Care or any of its directors or its employees into disrepute;
- It is unacceptable to disparage Pro Health Care, or any persons associated with Pro Health Care (e.g. other employees, directors, customers, clients, suppliers, etc.) in any way when participating in social media networks;
- Employees of Pro Health Care should not participate in social media networks in such a way that negatively impacts upon their effectiveness and productivity at work;
- Employees are not to access social media sites during working hours unless the use is directly related to the performance of duties required in the course of their employment;
- When participating in social media networks, employees must not disclose confidential information belonging to Pro Health Care or any other information the employee is required to keep confidential, if in doubt employees should check with their Practice Manager;
- Employees are prohibited from posting pictures, images or other items of their work, place of work, people in relation to their work or whilst taken when performing their work duties without Pro Health Care’s express permission;
- Employees of Pro Health Care should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other employee, customer or client of Pro Health Care.

Employees should be aware that Pro Health Care may observe content and information made available by employees through social media.

MEDIA/PRESS ATTENTION

Social media and other types of online content sometimes generate press, media attention and/or legal questions. If this occurs employees are to immediately notify their direct manager and the Managing Director.

RELATED POLICIES AND PROCEDURES

Employees are encouraged to read this policy in conjunction with other relevant Pro Health Care policies, including:

- Code of Conduct;
- Bullying & Harassment Policy;
- Equal Employment Opportunity & Discrimination Policy;
- Mobile Phone & Internet Policy.

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