

Important information for Consumer Partners

What is Social Media?

“Social media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships”

What are your responsibilities?

- Ballarat Health Services recognises that employees may have personal opinions that they might want to express to the media. Consumer Partners must recognise that Ballarat Health Services has its own corporate view and opinions and it is vital that they are not confused.
- Ballarat Health Services will not support a Consumer Partner who appears to make, or makes, unauthorised comments on behalf of the organisation. Consumer Partners should be aware that unjustifiable disclosures to the media may result in disciplinary action and can undermine public confidence in the organisation.
- When a Consumer Partner speaks to the media in their capacity as a representative of an external agency, it is the responsibility of the individual to make clear to the media the separation between that role and their function at Ballarat Health Services. No mention should be made of Ballarat Health Services or its position on the subject being discussed.
- Consumer Partners using social media must separate their professional role from personal comments they might make online. Social media is regularly scanned by news outlets searching for stories. Commentary on social media must respect patient privacy and the corporate views of Ballarat Health Services. Clear and helpful guidelines for the use of social media by the Victorian public sector have been drawn up by the State Services Authority and are outlined in the Ballarat Health Services Social Media Policy (please ask a CPP member if you'd like a copy).
- Consumer Partners must not refer to BHS or its employees, agents or volunteers, in a derogatory or negative manner.
- If you cite BHS in your employment or professional profiles you must ensure that the information is accurate and up to date.
- If you have a personal blog and wish to post content referring to BHS or from which BHS could reasonably be identified, you must ensure that the Director Community Engagement or the CEO approve the content before you post it.
- You must not represent any social media posts as being the views of BHS without consent from the Director Community Engagement or the CEO.
- You must not engage in conduct online that is likely to bring BHS into disrepute or otherwise damage its interest.
- You must not engage in conduct that would breach any policy of BHS including but not limited to policies proscribing discrimination, harassment and bullying.