# Social Media Policy

# RESPONSIBLE PERSON

The Practice Manager has been appointed as the social media responsible person to manage and monitor the practice’s social media accounts. All posts on the practice’s social media website and facebook page must be approved by the Practice Manager.

The Marketing Officer is responsible for keeping the website and facebook page up to date with current clinic information.

STAFF RESPONSIBILITIES

All staff have signed a responsible use of social media policy which outlines compliance, protocol and disclosure of inappropriate use of defined platforms. Misrepresentation of these policies could result in disciplinary and/or legal action or termination of employment depending on the nature of any inappropriate use.

HOW WE CONNECT

Berwick Healthcare’s social media platforms include email, facebook, google reviews, the Berwick Healthcare website including YouTube and links to reputable health related websites for patient information and , third party websites.

Online consumer reviews are the new ‘word of mouth’ which allow users to search for and post ratings and comments about medical practitioners and practices.

We monitor our reviews and appreciate feedback, however we will not routinely respond to comments given. We recommend contacting the practice manager by email chermans@berwickhealthcare.com.au if there are any issues that need to be addressed or the Health Services Commissioner if the issue has not been handled professionally.

**Office of the Health Services Commissioner**

Victoria – 1300 582 113

[*www.health.vic.gov.au/*](http://www.health.vic.gov.au/)

TESTIMONIALS

Berwick Healthcare follows the Health Practitioner Regulation National Law (the National Law) in relation to using patient reviews as a testimonial. We will only use a review for advertising if it relates to non-clinical aspects of the patient experience (eg parking access, the currency of the waiting room magazines) – assuming we have the permission of the patient.