



The Lucy Rose Clinic Social Media Use Policy

Introduction

The Lucy Rose Clinic recognises that social media is an essential communication tool that provides opportunities for engagement and interaction with our clients, staff, and the wider community. This Social Media Use Policy aims to provide guidelines for practitioners and staff on the appropriate use of social media platforms, including participating in private Facebook groups, to maintain a positive and professional online presence.

Purpose

The purpose of this policy is to:

- Ensure that practitioners and staff understand their responsibilities when using social media in relation to The Lucy Rose Clinic.
- Protect the confidentiality and privacy of our clients and staff members.
- Maintain the reputation and professional image of The Lucy Rose Clinic.

Scope

This policy applies to all practitioners and staff members of The Lucy Rose Clinic who use social media platforms in connection with their employment or engagement.

For the purpose of this policy, Social Media refers to:

- Any online platform where you may be interacting with others - for example Facebook, Linked In or Twitter. This includes interactions in both a personal and professional capacity.
- Photo and video sharing platforms such as Instagram, YouTube or Vimeo
- Forums and Question and Answer Platforms such as Reddit and Quora
- Review platforms such as Google Reviews etc.

Guidelines

- **Professionalism:** Practitioners and staff must maintain a professional and respectful tone when posting or commenting on any social media platform.
- **Confidentiality:** Never share confidential information about clients or staff members on social media platforms, including private Facebook groups. This includes personal information, medical conditions, or any other sensitive data.
- **Compliance:** Ensure that all social media activities comply with relevant laws and regulations, including privacy, copyright, and defamation laws.
- **Accuracy:** Ensure that all information shared on social media platforms is accurate and factual. If an error is made, promptly correct the information and acknowledge the mistake.
- **Respect:** Show respect for others' opinions and beliefs, even if they differ from your own. Avoid engaging in arguments or disputes on social media.

- **Accountability:** Be aware that you are responsible for the content you post or share on social media platforms, and it can have lasting effects on your reputation and the reputation of The Lucy Rose Clinic.
- **Avoid negativity:** Don't post content that is negative about your role, the Lucy Rose Clinic, our team or other companies.

Private Facebook Groups

When participating in private Facebook groups:

- Clearly identify yourself as a practitioner or staff member of The Lucy Rose Clinic when posting or commenting.
- Ensure that your participation in the group is relevant to your role and expertise.
- Do not provide medical advice, diagnosis, or treatment recommendations via social media platforms. Encourage clients to seek professional help if they have concerns about their health.
- Respond to inquiries or comments promptly and professionally, adhering to the guidelines outlined in this policy.
- Report any concerning or inappropriate content to the group administrator and, if necessary, to The Lucy Rose Clinic management.

Monitoring and Compliance

The Lucy Rose Clinic reserves the right to monitor social media activities of practitioners and staff to ensure compliance with this policy. Any breaches of this policy may result in disciplinary action, up to and including termination of employment or engagement.

The Lucy Rose Clinic is committed to fostering open and respectful communication through social media platforms. By adhering to this Social Media Use Policy, our practitioners and staff can engage with clients and the community while maintaining the highest standards of professionalism and confidentiality.