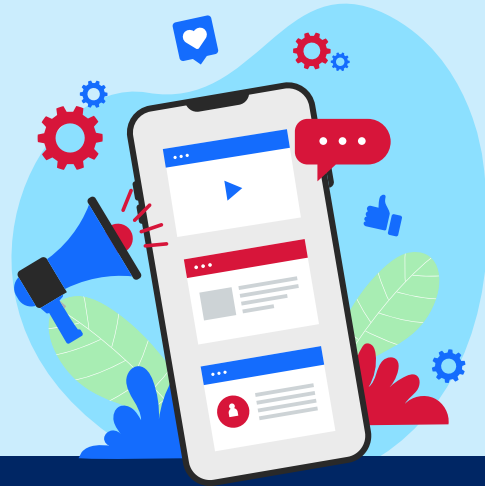


Social media staff guidelines



As NSW Health employees it is important we don't behave in ways that could cause the community to lose trust in our commitment to provide safe care to all people.

The words you use and views you express can have an impact on the trust of the community in our services. People of all backgrounds, cultures and beliefs must feel welcome, respected and safe for us to be able to provide care to anyone who needs it.

NSW Health supports the responsible, respectful use of social media, and the right of all people to express their views, support causes or engage in public debate, including advocating in relation to their roles.

However, when you comment on social media in your capacity as a private citizen or NSW Health employee you are making public comment and your obligations under the NSW Health Code of Conduct and NSW Government Code of Ethics and Conduct for NSW Government Sector Employees apply.

Some simple rules of engagement

Do

- ✓ Use common sense, be respectful and treat people how you would like to be treated
- ✓ Maintain patient confidentiality at all times
- ✓ Behave in an appropriate and lawful manner
- ✓ Follow the NSW Health Code of Conduct and NSW Government Code of Ethics and Conduct for NSW Government Sector Employees

Don't

- ✗ Post content that could cause the community to lose trust in our services
- ✗ Post or create content that could damage NSW Health's reputation
- ✗ Make official comment on behalf of NSW Health without authorisation
- ✗ Share confidential or sensitive information



For more information on the appropriate use of social media visit the NSW Health website www.health.nsw.gov.au/social