



1. Introduction

1.1 Document Purpose

This policy is intended to provide clarity on the use of social media platforms for employees, members and supporters of The Australian Dental and Oral Health Therapists Association (ADOHTA Ltd) and its branches.

1.2 Document Scope

Social media is online media that allows for interaction and/or participation. This includes but is not limited to:

- Social networking and micro-blogging sites like Facebook, Twitter, Reddit, Tumblr, Pinterest, LinkedIn, Skype, Tik Tok
- Video and photo sharing sites like Instagram, Snapchat and YouTube
- Online forums and discussion blogs, including comments on online news articles

1.3 Related documents

ADOHTA Ltd. Code of Professional Ethics

1.4. Definitions

ADOHTA Ltd:	<i>Australian Dental & Oral Health Therapists' Association Limited.</i>
Identification	<i>for the purpose of this policy, as 'how a social media bio, post, tweet, account, blog or page description identifies that particular social media channel as being affiliated with ADOHTA Ltd or its branches'</i>
Official use	is when an employee, member or the general public is using social media as a representative of ADOHTA Ltd. or any ADOHTA Ltd. Branch.
Personal use	<p>is when an employee, members or the general public is using social media as themselves, not officially representing the ADOHTA Ltd or its branches, and identifying themselves as affiliated with ADOHTA Ltd in their online biographies, profiles or posts, or through other digital platforms.</p> <p>People who are employees, members or the general public who do not identify themselves as being affiliated to ADOHTA Ltd are still counted as representing the organisation, as the nature of the online world means they could be traced back to the organisation through their online presence. Post from these accounts must:</p> <p>Comply with ADOHTA Ltd. Code of Ethics and the guiding principles stipulated within section four (4) of this policy;</p> <ul style="list-style-type: none"> • Do no harm • Not suggest or imply that ADOHTA Ltd endorses individual businesses, money making ventures or political candidates or Parties.

Social Media	Social media is defined as <i>'any conversation or activity that occurs online, where people can share information or data that might impact on ADOHTA Ltd or the people who use our services'</i>
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2. Background

ADOHTA Ltd members are encouraged to access/ communicate by means of social media and internet based programs that allow them to discuss issues or seek information with members in other states and territories.

Predominantly social media is being used to provide the public and ADOHTA Ltd employees and members with;

- Details and updates of national issues addressed by ADOHTA Ltd on behalf of its members
- Details and updates of state branches serving members and their activities on behalf of members
- Provide resources for members
- Details of Continuing Professional Development (CPD) opportunities
- Opportunities for member to discuss and share opinions on current issues affecting members and their professions
- A Point of contact for members of the community to learn about the organisation and services

This document aims to establish a process by which ADOHTA Ltd's official social media interactions can be managed with the best interests of ADOHTA Ltd's brand and reputation in mind.

This policy provides a framework consistent with the ADOHTA Ltd Code of Ethics which outlines expected behaviour for members and people who officially represent ADOHTA Ltd via social media.

3. Guiding principles

ADOHTA employees and members are encouraged to participate in social media. Whenever ADOHTA employees and or members are interacting on social media the following guiding principles should be kept in mind, whether in an official or personal capacity (see section 1.4 for definitions):

- I will respond to others' opinions respectfully and professionally
- I will acknowledge and correct mistakes promptly
- I will disclose conflicts of interest where I am able
- I will link to online references and original source materials directly
- I will be polite, considerate, kind and fair
- I will always ensure my activity does no harm
- I will champion ADOHTA and its services
- I will post information relevant to the profession i.e. does not include selling or marketing of any private products.

4. Naming conventions

The ADOHTA Ltd Trademark Licence Agreement also outlines that prior to any Centre or Retail Outlet registering a social media account or website domain name, prior written permission from the Board of Directors is required.

5. Accounts

5.1 Official accounts

An official account (be it a blog, webpage, twitter account, Facebook page etc.) that represents ADOHTA should stipulate this within its bio, page or account description. An official social media page must be sanctioned by the ADOHTA Ltd.

The account must carry the following, or a version of the following, words.

“This is the official account/page/etc. for ADOHTA Ltd” followed by a brief description of ADOHTA Ltd and the purpose of the account relating to the particular social media platform. For example, on twitter, it might say “ADOHTA Ltd is the professional organisation for dental and oral health therapists in Australia and uses this account to promote support, updates and promote discussion with the community”.

5.2 Personal accounts

Accounts (being it a blog, webpage, twitter account, Facebook page etc.) that are not official, but are set up by employees or members of ADOHTA Ltd or members of the general public for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

1. It should not have the affiliation with ADOHTA Ltd. as the primary identifier
2. It should stipulate that the opinions expressed are the persons' own, and not that of ADOHTA Ltd.
3. It should state a disclaimer that reposting, 'likes', retweeting, etc. do not represent the views of ADOHTA Ltd. For example, on Twitter a member might have this for their bio “Likes dancing, interested in politics and the news, member of ADOHTA ... opinions are my own and are not endorsed by ADOHTA Ltd.”.

6. Permissions

6.1 Board of Directors

The Media and Communication Board Director is responsible for the governance and oversight of ADOHTA social media.

Personal use as defined in 3.2 is up to the individual employee, member or the general public, however, individuals are accountable for the consequences of their actions on social media, and will be disciplined according to ADOHTA Ltd. i.e. post deleted, permanently removed from the platform used or expulsion of membership.

6.2 Personal use

Individuals who are employees, members or the general public have permission to post on the ADOHTA Ltd. social media platforms. The administrator may disapprove any post deemed not appropriate. Anyone may, repost, re-tweet etc. ADOHTA Ltd. posts, material or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation.

7. Inappropriate use

Inappropriate use of social media includes, (but not limited to):

- Conducting a private business on ADOHTA Ltd. social media presence
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, trolling or marginalising any individual or group
- Accessing or uploading pornographic, gambling or illegal content, including extreme images of graphic content (blood and gore etc.) or information regarding activity relating to firearms, bombs, terrorism etc.
- Accessing sites that promote hatred or extreme/fundamental beliefs and values
- Direct political affiliation, unless an individual is running for election (but only on a personal account)
- Excessive debate on public policy, (unless in an official capacity)
- Uploading information of a confidential nature, especially in regard to members of the general public i.e. patients.
- Hacking or attempting to infiltrate the systems of ADOHTA Ltd. or another organisation
- Criticising or denigrating ADOHTA Ltd., or other organisations, and our/their Employees or members or dental and oral health therapists.
- Activity that interferes with work commitments
- Activity that uses excessive data, either uploading or downloading,
- Paid endorsement of any kind, including in kind services or gifts
- Activity that brings or may bring ADOHTA Ltd. or the person's professionalism or ability to act in a professional manner into disrepute
- Criticism of clients, colleagues, ADOHTA Ltd., related Government policy, or other dental or health related professions.
- Activity which may breach terms of employment

It is the duty of everyone who is affiliated with ADOHTA Ltd. to alert the ADOHTA Board or ADOHTA administration, to any inappropriate content they may come across.

8. Policy Breach

Misuse of social media can have serious consequences for ADOHTA Ltd., and consequently that misuse can have serious consequences in terms of disciplinary action for staff and members. State and Territory branches and National Branch are responsible for ensuring adherence to the Social Media Policy by their staff and members. This includes undertaking appropriate risk assessment and performance management or disciplinary action, of any suspected or identified breach. In the event of serious misconduct, disciplinary action may occur.

9. Delegations

9.1 Board of Directors

The Director of Media and Communications of the ADOHTA Ltd. has delegation for all official social media activity undertaken.

9.2 Others

Individuals who undertake personal activity in the social media space can self-moderate.

They should use common sense and be sensible about their use, always ensuring they are in line with the requirements of this social media policy.

10. Examination, Diagnosis or Treatment advice through social media

It is not appropriate for dental and oral health therapists to undertake any examination, diagnosis or treatment planning through social media channels due to clinician's inability to correctly identify, diagnose or provide ongoing support for the client.

Social Media can however, be used for case conferencing or general discussions on treatment planning or treatment provision provided that all information is de-identified and presented in a generic format.

11. Dental Board of Australia Policies

The Dental Board of Australia has guidelines on Shared Code of Conduct Principles, Advertising and use of Social Media all of which may be relevant to posts on social media sites. ADOHTA strongly urges anyone to familiarise themselves with the policies and how they may impact upon using social media.

12. Complaints through social media

Complaints or negative comments regarding ADOHTA Ltd. may be made through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on ADOHTA Ltd. services or its members, the profession at large and/or reputation.

In the event of a complaint or negative comment about ADOHTA Ltd. it is important to address the comment as soon as possible by responding with the following, or a tailored version.

"Sounds like you have not had the experience you expected when using ADOHTA's services. Your feedback is important to help us improve the way we help our members and the general public. Consider providing your feedback through our website at www.adohta.net.au."

13. Deleting posts

Social media is fluid, two-way, busy and often self-regulating. Social media can be used to disseminate information but should be considered a form of two-way communication and a vehicle to listen to members and the 'wider' community views.

Title: Policy & Guideline 5: Social Media Policy

Date Reviewed: October 2022

Approved by: Board of Directors

Version PG5.22.1

Next Review: 2024

Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact and usefulness of social media as a channel for information distribution.

ADOHTA Ltd. will not delete posts that are complaints, or negative, except when they breach any of the conditions outlined for employees, members and general public in the 'inappropriate use' section eight (8) above. Where possible, the administrator will contact the user whose post has been removed, providing them with an explanation why it has been removed and the necessary action(s) for it to be reposted.