

BUSINESS RULE

Social Media Management



BACKGROUND

Social Media is used by the College to connect with members and the broader community. Aiming to disseminate the College's events, news and business. It is also a way for the College to link with like minded organisations.

OUTCOME

The Board of the ACCYPN and the Secretariat will monitor social media content removing anything that is inappropriate.

EVALUATION

Initial annual review of process to ensure system outlined in the procedure is being followed.

DATE INTRODUCED
October 2020

LAST REVIEW DATE
October 2020

NEXT REVIEW DATE
October 2025

ISSUED BY
Board of Directors of ACCYPN

**MEETING DATE BUSINESS RULE
ENDORSED**
28th February 2021

1. Purpose of the Business Rule:
 - 1) Is to protect the College's intellectual property and to protect the College's public and professional image.
 - 2) To ensure that the College's social media platforms are used appropriately by members and non-members.
2. Scope of the business rule:
 - 1) All members of the ACCYPN, regardless of membership type.
 - 2) Non-members that view or follow the College's social platforms.
3. Use of the College's social media platforms:
 - 1) The College will use their social media platforms to communicate with members, publish college events and news and to highlight relevant issues in the healthcare of children and young people.
 - 2) All members are encouraged to use the College's social media platforms for the benefit of the College and other members, by following, sharing and 'liking' posts.
 - 3) All members are encouraged to post related professional and appropriate content onto the College's social media platforms.
 - 4) Inappropriate use of the College's social media platforms may result in a member's membership being cancelled in accordance with the College's Constitution as set out in Item 5 of the constitution¹.
 - 5) All users of the College's social media platform must do so within legislation and laws and in accordance with the recommendations for the nursing and midwifery professionals as set out by the Nursing Midwifery Board of Australia.²⁻⁴
4. Social Media accounts used by the College include:
 - 1) Facebook - @accypn
 - 2) Instagram
 - 3) Twitter - #accypn
 - 4) LinkedIn
5. Monitoring:
 - 1) The Board of Directors and the Secretariat will review content and take action to remove inappropriate content on all the College social media platforms as soon as possible. Members should contact the ACCYPN secretariat at info@accypn.org.au if they feel an item of content is inappropriate, this will be removed by the secretariat or forwarded to the BOD for review and action.
 - 2) Social media platforms reports will be reviewed at the BOD meeting.
6. References:
 - 1) Constitution – Australian College of Children and Young People's Nurses, 2017, https://www.accypn.org.au/wp-content/uploads/ACCYPN_Constitution_Nov_2017.pdf
 - 2) Code of Conduct for Midwives, 2018, Australian Nursing and Midwifery Board of Australia, Melbourne, <http://www.nursingmidwiferyboard.gov.au/Codes-and-Guidelines.aspx>
 - 3) Code of Professional for Nurses, 2018, Australian Nursing and Midwifery Council, Melbourne, <http://www.nursingmidwiferyboard.gov.au/Codes-and-Guidelines.aspx>
 - 4) Social Media: How to Meet Your Obligations Under the National Law, 2018, Australian Nursing and Midwifery Council, Melbourne, <https://www.ahpra.gov.au/Publications/Advertising-resources/Social-media-guidance.aspx>