



THE AUSTRALASIAN
COLLEGE OF
PHLEBOLOGY

Social Media Policy

Policy Domain:	ACP Management
Policy Area:	ACP staff, Fellows, instructors, students, trainees, candidates
Policy Author:	ACP
Version:	1.00
Approval Details:	Board of Directors
Effective Date:	June 2021
Review Date:	June 2024
Related Policies/Regulations	Code of Conduct; Consumer and Community Engagement Policy

BACKGROUND INFORMATION

Social media are a group of online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations. Social media provide opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views.

The Australasian College of Phlebology (ACP) embraces the use of social media by staff and members to connect with each other and a broader community of researchers, business partners, supporters and colleagues as an important tool of academic, community and business engagement.

With the rapid growth and application of social media, the ACP recognises the need to have a policy and guidelines, which ensure that those who use social media, either as part of their job, study, association with the college or in a personal capacity, have guidance on the college's expectations where social media are used.

STATEMENT

Personal, academic and professional use of social media by ACP staff, students and members must not:

1. Bring ACP into disrepute;
2. Compromise the effectiveness of the College;
3. Defame individuals or organisations;
4. Imply ACP endorsement of personal views; or
5. Disclose, without authorisation, confidential information. This policy applies to all social media.

PURPOSE

The college expects that ACP staff, Fellows, instructors, students and affiliates who contribute to social media will familiarise themselves with this policy and related guidelines; and will act responsibly in reference to ACP in their social media and online activities.

This policy should be read in conjunction with all other ACP policies: including the Code of Conduct.

PRINCIPLES

The following five principles apply to the use of social media for ACP staff, Fellows, instructors, students and affiliates:

1. Show respect for human dignity; and adhere to the ACP mission and values.
2. Do not use social media to bring ACP, staff, students or affiliates into disrepute.
3. Do not imply ACP endorsement of personal views.
4. Ensure confidentiality of information obtained through the college is maintained.
5. Do not use Social Media to the detriment of ACP academic and professional activities.

APPLICATION OF POLICY

This policy applies where a person is a staff member and/or student of ACP. This policy also applies to all membership and fellowship categories of the college, or any other persons who participate in social media and who may be identified as having an association with ACP.

CONSEQUENCES OF BREACH

Breach of this policy will be dealt with in accordance with the ACP Code of Conduct and may lead to disciplinary action. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by ACP or concerned third parties.

FURTHER ASSISTANCE

See ACP Social Media procedures and guidelines.