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EDUCATIONAL CASE MANAGEMENT
CLINICAL ALLIED HEALTH SERVICES

SERVICING NEWCASTLE AND THE HUNTER VALLEY

Social Media Policy 2025-26

Date: 7th February 2025

(1) Commitments by Educational Case Management.

Educational Case Management is committed to providing our team of employees with a professional workplace, ensuring safety, inclusivity, respect, and dignity.

We respect the rights of our employees to have the accessibility of social media within a public order. We also expect our team of employees to present themselves professionally, ethically, and respectfully, on social media to meet our clinic and our clients' standards.

This policy is intended to serve as a guide in understanding our accessibility to social media in 2025-26 following Educational Case Managements other policies and procedures to maintain a safe and professional environment.

(2) Educational Case Management and our employees acknowledge our presence on social media.

Educational Case Management acknowledges the use of social media within our clinic, and the use of our clinicians and team using social media outside of their practice.

Educational Case Management acknowledges and references the use of social media within the clinic to the Online Safety Act 2021.

Applications may include, and are not limited to; Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn; including blogging, vlogging, podcasting, commenting, liking, following, sharing, etc; on any social media service or platform.

This policy applies to all of our employees, full time, part time, casual, etc.

Employees understand and acknowledge that content posted on social media is public.

Employees also understand and acknowledge that content posted on social media that reflects negatively on Educational Case Management may cause harm on our organisation.

Employees understand the importance of remaining socially, racially, and emotionally aware of people on social media as we practice in our clinics.

Educational Case Management choose to use social media platforms to assist with marketing and promotion for our business. We may ask for the use of employees to be in online content for our business, in which every member of the team will have signed a Media Consent Form 2025-26 to allow their presence on our platforms.

All of Educational Case Managements copyrights, information, trademarks, and intellectual property must be respected and maintained with confidentiality while using social media.

Educational Case Management acknowledges Aboriginal and Torres Strait Islander peoples as the First People and Traditional Owners of Country throughout Australia. We acknowledge the Traditional Owners of the land on which we work, the Awabakal people we pay respects to all Elders past, present, and future. We ensure this is acknowledged throughout our marketing platforms.

Educational Case Management is committed to embracing diversity, social inclusion, and eliminating all forms of discrimination in the provision of health services. We welcome all people, irrespective of age, ethnicity, or faith, including Indigenous Australians, people who identify as LGBTQIA+, people with a disability, and people from culturally and linguistically diverse backgrounds. We ensure this is acknowledged throughout our marketing platforms.

(3) Discrimination, bullying, and sexual harassment.

Discrimination, sexism, bullying, sexual harassment, racism, (not limited to) are not accepted at Educational Case Management – within our workplace or via social media, and not within ordinary work hours or outside our work hours. We do not tolerate this behaviour.

This includes the following acts.

- Age Discrimination Act 2004
- Disability Discrimination Act 1992
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- Australian Human Rights Commission Act 1986

If any employee breaches this policy, the following disciplinary procedures may apply:

- Formal warning
- Provide an apology
- Required training
- Demotion
- Suspension
- Termination

(4) Acknowledgment

Educational Case Management have read and understood this policy, and we will continue to comply.