

Social Media Policy

Purpose and Scope

This policy provides the principles for social media use within the Royal Australian and New Zealand College of Obstetricians and Gynaecologists. It applies to all staff, Fellows, Trainees, Associates (Procedural and Advanced Procedural) and Specialist International Medical Graduates (SIMGs) when making public comment on social media, in both professional and personal capacities.

1. Background

Social media refers to internet-based tools that allow individuals and groups to communicate, to advertise or share opinions, information, ideas, messages, experiences, images, and video or audio clips. They may include (but are not limited to) platforms such as blogs, social networks, video and photo-sharing sites, and are used for:

- social networking (Facebook, Twitter, WEChat, Weibo, WhatsApp)
- professional networking (LinkedIn)
- discussion forums (Reddit, Whirlpool)
- media sharing (YouTube, Flickr,

2.1.4 Fellows, Trainees, Associates (Procedural and Advanced Procedural), SIMGs and staff are not permitted to create a social media account on behalf of RANZCOG, or speak on behalf of RANZCOG through their social media unless specifically authorised.

2.2 Use of social media by RANZCOG staff, Fellows, Trainees, Associates (Procedural and Advanced Procedural) and SIMGs

2.2.1 Participation in online forums should reflect the same high standards of professional behaviour that are expected when RANZCOG business is conducted in person. This includes upholding RANZCOG's Organisational Values, and

3. Breaches of this Policy

All Staff and members of the College are required to comply with this policy at all times. Failure to comply with this Policy may result in RANZCOG incurring significant legal, financial or reputational risks, and are considered to be a breach of the RANCOG Code of Conduct policy. Individual members may also be subject to AHPRA investigation or Medical Defence Organisation review.

4. Related references

- RANZCOG Code of Conduct
- The Medical Board of Australia’s social media policy
- The Medical Council of New Zealand’s “Use of the internet and electronic communication”
- AMA’s Social media and the medical profession: A guide to online professionalism for medical practitioners, and
- AHPRA advertising resources
- Sponsorship Policy and Procedure
- Endorsement Policy

Policy