

Social Media Policy for Members

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Your trusted partner in diabetes care

Version control table

Version	Date	Name(s)	Notes
1.0	2014	CEO and Communications Officer	Created and approved
2.0	2016	CEO and Senior management team	Approved
3.0	2018	CEO and Senior management team	Approved
4.0	April 2022	CEO and Senior management team	Approved
5.0	Dec 2023	ADEA Board	Approved

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1 Purpose

Online services and tools help to build relationships among members, communities, and stakeholders. ADEA has created communication channels, such as social media and Diabetes Connekt, for ADEA members to share ideas and to increase the profile and community awareness of ADEA and diabetes education.

2 Scope of this policy

This policy applies to all ADEA members.

In this policy, *social media* refers to a form of media that enables the use of internet publishing technologies (e.g. websites, applications) to create and share content for the purpose of social interactions, networking and contributing information, views and ideas including on discussion forums, message boards, podcasts, blogs and microblogs; Some of the more popular social media websites and applications include Facebook, LinkedIn, X (formerly known as Twitter), Pinterest, YouTube, Instagram, Snapchat, Google Reviews and Yelp.

All members who identify themselves as a Credentialed Diabetes Educator or a member of ADEA on social media, or who use any ADEA branded social media pages, are required to comply with this policy and all relevant laws, including but not limited to defamation, anti-discrimination, intellectual property, and harassment laws. When interacting online, all responsibilities and obligations under the ADEA Code of Conduct are still applicable.

This policy also applies to the personal use of social media and Diabetes Connekt, when sharing or reposting:

- any ADEA published content, or
- the published content of ADEA's unified partners (the Australian Diabetes Society (ADS) and Diabetes Australia) and other organisations,

and when tagging ADEA, ADS or Diabetes Australia or staff within these organisations.

Moreover, ADEA social media sites and web pages may not be used for any activity which may provide, either directly or indirectly, any conflict of interest for or with ADEA.

3 ADEA social media

ADEA is managing the following social media channels which ADEA members are encouraged to follow:

- [Facebook: https://www.facebook.com/ADEAAUS/](https://www.facebook.com/ADEAAUS/)
- [X \(formerly Twitter\): https://X.com/AusDiabetesEd](https://X.com/AusDiabetesEd)
- [Instagram: https://www.instagram.com/ausdiabetesed/](https://www.instagram.com/ausdiabetesed/)
- [LinkedIn: https://www.linkedin.com/company/australian-diabetes-educators-association/](https://www.linkedin.com/company/australian-diabetes-educators-association/)
- [Linktree: linktr.ee/ausdiabetesed](https://linktr.ee/ausdiabetesed)
- [ADEA TV on YouTube](#)

4 Social media guidelines for members

The following guidelines have been developed to remind members of appropriate social media use on ADEA social media channels and Diabetes Connekt. These guidelines must also be applied to the personal use of social media, when sharing or reposting:

- any ADEA published content or
- the published content of ADEA's unified partners (the Australian Diabetes Society (ADS) and Diabetes Australia) and other organisations,

and when tagging ADEA, ADS or Diabetes Australia or staff within these organisations.

1. Be mindful that comments and posts must comply with the ADEA Code of Conduct. Report any concerns about unsatisfactory professional conduct to ADEA at communications@adea.com.au.
2. Posts and comments must not be offensive, untruthful, defamatory, threatening, harassing, discriminatory or hateful. Nor should members respond to messages or comments that are, and members should instead immediately alert ADEA at communications@adea.com.au.
3. ADEA may delete your comments if it goes against our social media guidelines - particularly if the statement is, or has the potential to be, misleading. ADEA may also consider blocking your account.
4. Comply with confidentiality, conflict of interest, relevant laws, and privacy obligations, including ensuring you do not breach patient privacy such as the use of photos of clinical treatment outcomes.
5. Present information in an unbiased and evidence-based context.
6. Personal posts or comments must not be, or be perceived to be, made on behalf of ADEA. If the member is an ADEA Director, holds an office with ADEA, or is an employee, they must expressly state that views expressed are their personal views and not reflective of ADEA unless the individual has been expressly authorised in writing by the ADEA Board or the CEO to represent the ADEA in social media. Use of ADEA intellectual property (such as logos) in personal social media posts is not permitted.

7. Discussion about individuals, whether members, staff, Directors or office holders or others, even if they are not specifically named, is inappropriate. There is a risk that identification may be possible, and the material can be seen as defamatory.
8. Healthcare and privacy laws are applicable when sharing any information about members' clients. Do not reveal any personal or identifying information.
9. Diabetes education practice information sharing should be appropriately flagged by the poster as 'personal opinion', 'local practice', and/or 'consensus.' The ADEA Communications and Professional Services and Education teams will regularly review postings to determine whether inappropriate information has been communicated. Where inappropriate information has been posted, ADEA may post a response summarising the situation and reinforcing the appropriate messages.
10. It is inappropriate and in violation of this policy to sell or promote a product or service on ADEA social media or Diabetes Connekt for personal financial gain, either directly or indirectly, or for the financial gain of an entity by which members are employed or contracted.
11. ADEA social media sites and Diabetes Connekt are limited to posts and comments relevant to the operations/nature of ADEA and diabetes education.
12. ADEA social media is not to be used for:
 - a. Promotion of non-ADEA events – these may be considered for promotion on ADEA's communication channels by sending the event details to inquiries@adea.com.au
 - b. Promotion of a member's or an organisation's diabetes services - these may be made by referring to the 'Find a CDE' page on the ADEA website
 - c. Promotion of surveys/research activities including external petitioning of members is not allowed on ADEA social media and Diabetes Connekt. Only ADEA-authorized surveys/research activities are permitted. If a member wishes to promote a survey or research activity, please contact inquiries@adea.com.au

Administrators and/or moderators of ADEA social media groups and/or other forums, including Diabetes Connekt, have authority for the groups and/or other forums and are required to report any violations to ADEA.

5 Non-compliance

ADEA reserves the right to ban or report any user who violates the terms of this policy in part or in full without warning or notice. ADEA monitors all ADEA-branded social media channels and websites. ADEA will report any user who violates the law, the ADEA Code of Conduct or this social media policy to the Board and appropriate authorities, and disciplinary action may be taken. Violation of this policy may also constitute a breach of the Code of Conduct, where non-compliance may result in the termination of membership from the ADEA.

6 Contact details

For advertising, including a member's services or the services of an organisation for which a member works, please contact the ADEA National Office at inquiries@adea.com.au.

To share feedback regarding activities on ADEA’s social media channels or Diabetes Connekt or report any concerns about violation of this policy please contact the ADEA Communications Team at communications@adea.com.au.