

Australian Traditional Medicine Society (ATMS) Social Media Policy

1. Purpose

The Australian Traditional Medicine Society (ATMS) recognises the importance of social media in fostering communication, education, and community engagement. This policy provides clear guidelines to ensure that all social media activities reflect ATMS's professional, ethical, and organisational standards, while complying with Australian legal requirements.

2. Scope

This policy applies to:

- All ATMS employees, contractors, and representatives.
- ATMS members and affiliates who engage in social media activities related to ATMS or its stakeholders.
- Both official ATMS social media accounts and personal accounts where ATMS is referenced.

3. General Principles

1. **Professionalism:** Represent ATMS in a professional, ethical, and respectful manner.
2. **Accuracy:** Share only factual, verified, and current information.
3. **Respect:** Foster respectful and inclusive interactions, avoiding discriminatory or inflammatory language or behaviour.
4. **Transparency:**
5. **Confidentiality:** Protect sensitive information related to ATMS, its members, clients, or stakeholders.
6. **Compliance:** Adhere to Australian laws, including privacy, copyright, and defamation regulations, and follow ATMS's Code of Conduct.

4. Guidelines for Official ATMS Social Media Accounts

1. **Content Creation and Approval:**
 - All content must align with ATMS's mission, tone, and branding guidelines.
 - Posts require review, response and approval in a timely manner by the CEO or equivalent authority: Chair of Marketing, before publication.



2. Engagement and Community Management:

- Respond promptly and professionally to comments and messages.
- Avoid engaging in arguments or polarising discussions. Escalate complaints or sensitive issues to appropriate internal channels.
- The moderator holds the ability to delete offensive material.

3. Visual and Branding Standards:

- Use only approved logos, images, and branding materials.
- Ensure all content is high-quality and represents ATMS professionally.

4. Educational and Advocacy Content:

- Share content that promotes education, awareness, and the mission of ATMS.
- Avoid content that may be misinterpreted or lacks proper context.

5. Guidelines for Personal Use of Social Media

1. Representing ATMS:

- Do not post on behalf of ATMS unless explicitly authorised.
- Use disclaimers, such as:
“The views expressed are my own and do not represent the views of ATMS.”

2. Protecting Confidentiality:

- Do not share confidential or proprietary information about ATMS, its members, or clients.
- Avoid discussing internal organisational matters.

3. Prohibited Activities:

- Refrain from posting defamatory, false, or misleading information about ATMS, Board Directors, its members, or stakeholders.
- Avoid sharing content that could damage ATMS’s reputation or contravene its professional guidelines.
- Prohibitive activities are considered; screenshots or sharing of internal ATMS correspondence by ATMS staff, members, Directors and Executive.

4. Public Perception:

- Recognise that personal posts may reflect on ATMS. Use discretion and maintain professionalism at all times.

6. Compliance with Australian Legal Standards

All users must comply with:

- **Privacy Act 1988:** Safeguard client and member information.
- **Copyright Act 1968:** Respect intellectual property rights.
- **Defamation Laws:** Avoid false statements that could harm reputations.
- **AHPRA Advertising Guidelines** (where applicable): Ensure compliance with health practitioner regulations for advertising and professional conduct.

7. Incident Management

1. Reporting Breaches:

- Report suspected breaches of this policy to the ATMS CEO.
- Reports will be handled confidentially and reviewed promptly.

2. Crisis Management:

- In the event of a social media issue (e.g., complaints, misinformation, or breaches):
 - Notify the CEO immediately.
 - Assess the severity of the situation and take corrective action, such as removing content or issuing public statements.
 - Escalate significant matters to senior leadership or legal counsel as needed.

8. Consequences of Non-Compliance

Non-compliance with this policy may result in:

- Removal of unauthorised or inappropriate content.
- Formal warnings or disciplinary action.
- Suspension or termination of employment or membership.
- Legal action, if applicable.

9. Social Media Training and Support

ATMS will provide training to:

- Educate employees and members on responsible social media use.

- Build awareness of privacy, confidentiality, and compliance requirements.
- Equip users with skills to create professional and engaging content.
- Annually to continue up to date knowledge and understanding

10. Policy Review

This policy will be reviewed annually or as required to ensure it reflects:

- Changes in social media platforms or trends.
- Updates to Australian legal and professional guidelines.
- Feedback from employees, members, and stakeholders.

Acknowledgment

By engaging with social media in connection with ATMS, employees, contractors, and members agree to uphold this policy and maintain the organisation's values and professional standards.

Effective Date: 01.01.2026

Reviewed by: RECGO October 2025

Approved by: Board November 2025