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Social Media Policy

EliteCare Health

Effective Date: 1st July 2025

Review Date: 1st July 2026

1. Purpose

This policy outlines the position of EliteCare Health regarding the use of social media in the context of our operations, services, and public communications.

2. Policy Statement

EliteCare Health does not maintain, use, or endorse any social media accounts or platforms (e.g., Facebook, Instagram, Twitter/X, LinkedIn, TikTok, etc.) for communication, marketing, or operational purposes.

3. Scope

This policy applies to:

- - All employees, contractors, students, and volunteers engaged with the practice
- - All communication related to the practice, including during and outside of working hours
- - Any reference to the practice, its services, team members, or patients

4. Key Principles

- - No Official Presence: The practice does not have an official presence on any social media platform.

- - Communication Channels: All official communication with patients, stakeholders, or partners must occur via approved methods (e.g., phone, email, secure messaging systems, or in-person).
- - Representation: Staff must not create or represent any personal social media account as an official voice or representative of the practice.
- - Confidentiality & Privacy: Staff must never discuss, post, or share any patient information, internal practice matters, or workplace incidents on social media.

5. Staff Personal Use of Social Media

While staff may use social media personally, they must:

- - Never post about patients, even anonymously or indirectly
- - Not use the practice name or logo on personal social media
- - Avoid posting any content that could damage the reputation of the practice or breach professional standards
- - Maintain confidentiality and professionalism at all times

6. Breaches of Policy

Any breach of this policy may result in disciplinary action in accordance with the practice's HR and conduct procedures, including potential termination of employment.

7. Policy Review

This policy will be reviewed regularly and updated as needed to reflect any changes in operations, technology, or legal requirements.