Social media policy

April 2025

Your trusted partner in diabetes care

Version control table

Triennial review due 2028

Version	Date	Name(s)	Notes
1.0	2014	CEO and Communications Officer	Created and approved
2.0	2016	CEO and Senior management team	Revised and approved
3.0	2018	CEO and Senior management team	Revised and approved
4.0	April 2022	CEO and Senior management team	Revised and approved
5.0	April 2025	CEO and Policy, Advocacy and Communications Manager	Revised and approved

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1 Purpose

ADEA recognises the value in using online services and tools to build relationships among members, communities, and stakeholders. Communication channels, in particular social media, have been created for ADEA members to share ideas and to increase the profile and community awareness of ADEA and diabetes education.

2 Scope

This policy applies to:

- ADEA Board Members
- ADEA Members
- ADEA Staff or contractors using ADEA branded webpages or social media

Referred to as 'users' throughout the document.

All users and administrators of any ADEA branded social media pages, groups, and accounts, as well as ADEA's websites 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. 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 Social media

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

- Facebook: https://www.facebook.com/ADEAAUS/
- X (formerly Twitter): https://x.com/AusDiabetesEdInstagram: https://www.instagram.com/ausdiabetesed/
- LinkedIn: https://www.linkedin.com/company/australian-diabetes-educators-association/

YouTube: https://www.youtube.com/@adeatv6099

ADEA has developed the following guidelines to remind members, staff, Directors and office holders of appropriate social media use. These guidelines should also be applied to the personal use of social media, when sharing or reposting any ADEA published content.

1. Be mindful that comments and posts should 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 should not be offensive, untruthful, defamatory, threatening, harassing, discriminatory or hateful. Nor should users respond to messages or comments that are, and they should instead immediately alert ADEA at communications@adea.com.au.
3. Comply with confidentiality, conflict of interest, relevant laws, and privacy obligations.
4. Present information in an unbiased and evidence-based context.
5. Personal posts or comments must not be, or be perceived to be, made on behalf of ADEA. If posts reference ADEA or could be construed to express the views of ADEA, the user must expressly state that views expressed are their personal views and do not represent ADEA. (e.g. “The views expressed are my own and do not represent ADEA.)
6. 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.
7. All applicable healthcare and privacy laws are applicable when sharing any information about members’ clients. Do not reveal any personal or identifying information.
8. Diabetes education practice information sharing should be appropriately flagged by the poster as ‘personal opinion’, ‘local practice’, and/or ‘consensus.’ The ADEA Communications Officers and Professional Services Manager will maintain a regular review of postings to ensure that inappropriate information is not communicated. Where some discussion has occurred, a response summarising the situation and reinforcing the appropriate messages may be posted.
9. It is inappropriate and in violation of this policy to sell or promote a product or service for personal financial gain, either directly or indirectly, or that of an entity by which members are employed or contracted.
10. Users will ensure that they comply with the ADEA AI policy in posts. If AI tools are used to draft content, generate images, or in any other capacity it must be reviewed for factual accuracy and appropriate disclaimers provided.
11. ADEA social media sites will be limited to posts and comments relevant to the operations/nature of ADEA and diabetes education.

12. ADEA events and endorsed events may be advertised and interested partners referred to the ADEA events calendar. Non ADEA events may be considered for promotion on ADEA's communication channels by sending the event details to inquiries@adea.com.au
13. External advertisers, including members working on behalf of an organisation/company, should be directed to the ADEA office inquiries@adea.com.au for information on official advertising opportunities.
14. Promotion of diabetes services may be made by referring to the 'Find a CDE' page on the ADEA website.
15. Promotion of surveys/research activities including external petitioning of members – only ADEA authorised surveys/research activities are permitted.

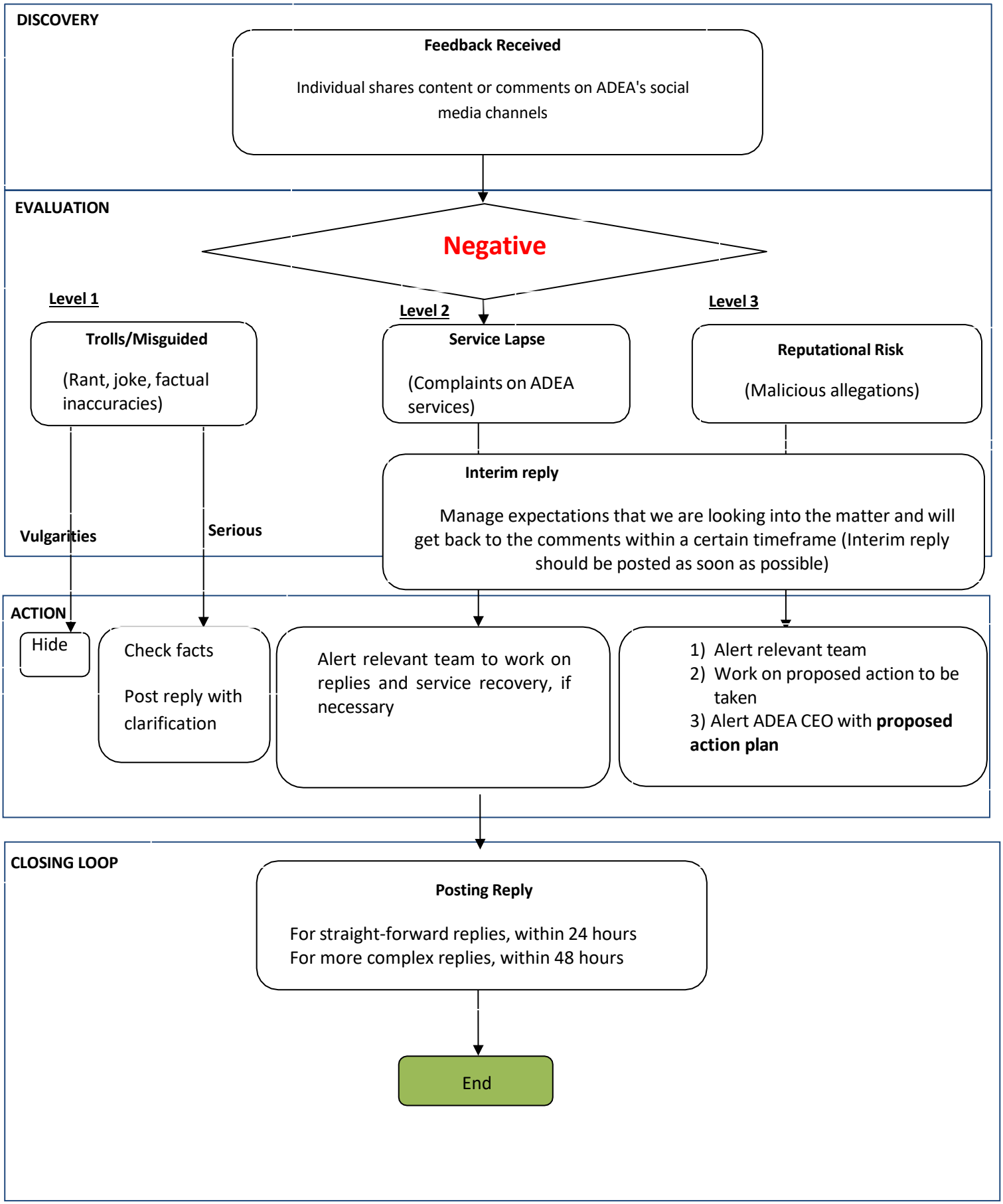
Administrators and/or moderators of social media groups and/or other forums have authority for the groups and/or other forums and should ensure that all members follow the ADEA Social Media Policy, reporting any violations to communications@adea.com.au.

Administrators and/or moderators of ADEA branded social media groups

Administrators and/or moderators of a social media group will, in consultation with the ADEA Communications Team, perform the following:

1. Approve/ reject member requests
    - If the administrators and/or moderators can identify the request owner, i.e. an ADEA member, they can approve the request.
    - If the administrators and/or cannot identify the membership status of an individual, please check with ADEA at admin@adea.com.au.
2. In some cases, may designate a user as an administrator or moderator, after consultation with the Communications Team
3. Using the guidelines on the following page, managing reports from people on posts or comments, and alerting ADEA to any concerns. Depending on the report, the administrator and/or moderator may:
    - delete or hide a post or comments,
    - send a warning to the member who created the post or comment,
    - permanently remove the member who created the post or comment from the group,
    - or ignore the report.

4 Guidelines on managing negative comments on social media



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 or this policy to the Board and appropriate authorities, and disciplinary action may be taken.

6 Contact details

For external advertisers, including members working on behalf of an organisation/company, please contact the ADEA National Office at inquiries@adea.com.au.

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

Acknowledgements

1. DAA General Policy and Procedure Manual, List Serve Policy, Adopted August 2007, Last Revised December 2013.
2. Dialling into the digital age: Guidance on social media for DAA members. DAA 2011
3. Social Media Policy. Department of Human Services, December 2012.
4. AHPRA Social Media Policy For registered health practitioners. AHPRA, March 2014.