

Mater's social media page policy

Introduction

At Mater, we value strong and effective communication—with staff, patients and the community.

Social media platforms—Facebook, Twitter, LinkedIn, YouTube and Google and others—provide a great opportunity to exchange ideas and facilitate instant two-way communication and feedback.

Through the use of social media, Mater can keep in contact with you, and remain responsive to the community.

Mater and social media

Mater currently has a presence on Facebook, Twitter, LinkedIn, Instagram and YouTube. Please follow us, or join the conversation.

Mater corporate

- Facebook: facebook.com/materqld
- Twitter: twitter.com/maternews or @maternews
- LinkedIn: linkedin.com/company/mater-health-services
- YouTube: youtube.com/MaterHealthServices

Other Mater business

Facebook

- facebook.com/MaterMothers
- facebook.com/MaterLittleMiracles
- facebook.com/Materchicksinpink
- facebook.com/materlotteries
- facebook.com/MaterCarsforCancer
- facebook.com/Smiling4Smiddy

Instagram

- instagram.com/MaterMothers or @matermothers
- instagram.com/MaterPrizeHome or @materprizehome

Twitter

- twitter.com/MaterMiracles

What we provide

Mater will provide relevant, regular and informative content on Mater's business. This does not include medical or clinical advice.

We welcome your comments and feedback as part of our open conversation with patients, staff, volunteers and the community.

Mater's social media presence is moderated by Mater staff. We'll make every effort to respond in a timely manner; however, we can't guarantee that we'll reply to every comment or message.

Should you wish to speak to someone at Mater, please refer to the contact section of this policy.

What we expect

We expect courtesy, openness and honesty from our online community. By posting on Mater's social media platforms, you grant Mater the irrevocable right to reproduce, distribute, publish, edit or display your content.

Ground rules

Feedback and transparency is important to Mater. To help Mater build a healthy online community, and to ensure the conversation remains constructive we've provided some ground rules for our social media pages.

By posting on any Mater social media platform, you agree to follow the ground rules.

Do

Generally, posts on Mater's social media platforms should:

- be courteous and respectful to others
- stay on topic
- be your own.

Don't

Mater reserves the right to remove any posts from its social media pages that contain the following:

- profane, obscene, inappropriate or disruptive content
- information that breaches confidentiality or compromises patient privacy
- threatening, attacking, abusive, defamatory, derogatory, or inflammatory language
- discriminatory or hateful speech of any kind regarding age, gender, race, religion, nationality, sexual orientation, or disability
- false, inaccurate, libellous, or otherwise misleading information
- stalking or harassment of any individual, entity, or organisation
- indecent, sexually explicit or pornographic material
- spam, or containing or links to any kind of virus, malware, spyware, or similar program that could cause harm to a user's computer
- posts unrelated to Mater's business
- advertisements for services¹

¹ Mater will occasionally allow announcements for non-Mater related activities that assist our online communities that are not commercially driven. This is determined on a case-by-case basis at the discretion of Mater Marketing. Individuals are encouraged to contact Mater by private message (on Facebook) prior to posting on our wall.

- break any laws.

While we endeavour to foster healthy discussion, we may occasionally remove posts that contradict Mater's mission or values, which are outlined on our website at mater.org.au

Removal and banning

Mater reserves the right to remove posts or ban individuals who:

- violate the Mater social media page policy
- break the law
- contradict any social media sites' policies.

Inappropriate posts will be removed.

Contacts

- To discuss this policy, please contact Mater's Marketing Department via news@mater.org.au
- For media enquiries please contact Mater's Marketing Department on 07 3163 8111
- For job opportunities at Mater please visit careers.mater.org.au
- To contact Mater, please call 07 3163 8111 or visit mater.org.au

This policy may be updated at any time without notice.