
Social Media Policy

Social media is the term given to online services and tools which allow users to build profiles, communities and networks, and to interact or collaborate with other users by sharing information, opinions, knowledge and interests.

Social media can use a variety of different formats and technologies, including text, images, video and audio.

WAAMH uses social media to inform the general public and its stakeholders on state mental health information. This information may include:

- Mental health sector news
- Media releases
- Mental health alerts
- Events
- Career opportunities
- Healthy living campaigns
- Invitations to provide feedback on community consultation projects
- Training courses
- Sector Development forums
- WAAMH board and staff changes
- Mental Health Week activities
- Government mental health policies

WAAMH currently operates the following social media accounts:

- [@TheWAAMH](#) - a Twitter account
- [WA Association for Mental Health](#) - a YouTube channel
- [WAAMH Communications](#) - a Flickr account
- [WA Association for Mental Health](#) / [Mental Health Week WA](#) – Facebook accounts
- [WA Association for Mental Health – LinkedIn account](#)

If you follow WAAMH's social media accounts, you can generally expect to receive one or two updates Monday to Friday during office hours.

The Association's website is its main source of public information and further information can be found at www.waamh.org.au.

WAAMH also looks after the Mental Health website; <http://mhw.waamh.org.au/>

Peak body representing the community-based mental health sector in WA.

2 Delhi Street, West Perth WA 6005 • T: (61) 08 9420 7277

• E: info@waamh.org.au • W: www.waamh.org.au • ABN: 15 165 640 637

Follow us:





WAAMH

Western Australian Association
for Mental Health

WAAMH does not provide health or medical advice or referrals for individuals via its social media accounts. If you require help with a mental health problem, please see the Service Directory on our website or if you need urgent assistance please call Emergency Services on 000 or [Lifeline](#) on 13 11 14.

Monitoring

WAAMH will monitor the accounts between the hours of 9:00am and 5:00pm Monday, Wednesday and Thursday. In the event of a public mental health incident these hours may be extended.

WAAMH's Communications team manages the Facebook, LinkedIn, Twitter, Flickr and YouTube accounts.

The Association accepts no responsibility for social media downtime.

WAAMH staff use of social media sites

The staff at the Association may use social media for personal and professional reasons, however the views expressed are their own and do not represent WAAMH when doing so.

WAAMH staff are expected to maintain the same high standards of conduct and behaviour online as would be expected through other communication channels.

Media

Media are directed to contact our Public Relations Manager via our media enquiry line, (08) 9420 7277 or make an enquiry through our News & Media page on the website, [here](#).

Following

WAAMH does not automatically follow organisations or individuals who follow it.

WAAMH may follow relevant organisations and other parties where there is a clear link in communicating and receiving mental health information.

Individual Twitter users will not be followed unless they are known in a professional capacity.

Being followed by WAAMH does not imply endorsement of any kind.

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Re-tweet

WAAMH may occasionally be asked to re-tweet content from other Twitter users. These requests will be considered on a case-by-case basis.

The Association will proactively re-tweet content that contributes useful information about mental health and related topics.

This may include, but is not limited to:

- Research, reports, findings and statistics
- Relevant industry events or news
- Relevant celebrations or themed days, i.e. Mental Health Week
- Mental health industry awards
- Endorsements and/or positive mention of WAAMH
- Media Releases from other peak body mental health associations and organisations

@Replies and direct messages

WAAMH encourages feedback and ideas from its followers.

WAAMH Communications reads all comments, @replies and direct messages and ensures that any emerging themes or helpful suggestions are forwarded to the relevant people in the organisation.

WAAMH is not able to reply individually to all messages received and where common topics and requests exist, WAAMH may issue a general notification to all parties via its social media channels.

If you direct a question to the Association regarding a specific issue, we may request that you email our staff to discuss the issue in more detail.

Alternatively, you may direct your enquiry via the usual channels outlined at our website – www.waamh.org.au

Hashtags (#)

The # symbol, called a hashtag, is used to mark keywords or topics in a tweet. It allows Twitter users to categorise messages which enables users to search and filter information based on keywords and share information more meaningfully. Hashtags also allow users to quickly identify 'trending' topics (as displayed on the Twitter.com homepage).

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Hashtags commonly used by WAAMH include;

- #mentalhealth
- #MHW2015 – Mental Health Week hashtag (year dependent)
- #WAMHC2016 – Mental Health Conference (year dependent)

WAAMH will use hashtags when:

- providing public mental health alerts
 - In this instance we may establish a new hashtag, or adopt one which is already in common use
- referring to a mental health-related course, event, theme, activity or forum
- identifying community-managed mental health services and key mental health topics.

Consumer information and patient confidentiality

The WA Association for Mental Health has a duty of care to maintain patient confidentiality and will not disclose consumer information to any individual via its social media accounts.

If you have an enquiry regarding a mental health problem patient, please see our Service Directory [here](#).

Privacy

WAAMH does not routinely capture or record the contact details of any parties following its social media accounts.

However, your email address may be recorded if you contact us and request further information from us.

Your email address will only be used for the purpose for which you have provided it and it will not be added to a mailing list or used for any other purpose without your consent.

Policy review

This policy is valid for 12 months from November 2015.

Further information

Contact the Communications team for further information about the policy by email: communications@waamh.org.au