



Dr Joanne Katsoris  
Executive Officer  
Australian Health Practitioner Regulation Agency  
GPO Box 9958  
MELBOURNE VIC 3001

AUSTRALIAN MEDICAL  
ASSOCIATION  
ABN 37 008 426 793

T | 61 2 6270 5400  
F | 61 2 6270 5499  
E | [ama@ama.com.au](mailto:ama@ama.com.au)  
W | [www.ama.com.au](http://www.ama.com.au)

42 Macquarie St Barton ACT 2600  
PO Box 6090 Kingston ACT 2604

By email: [guidelinesconsultation@ahpra.gov.au](mailto:guidelinesconsultation@ahpra.gov.au)

Dear Dr Katsoris

**RE: Social Media Consultation**

The Australian Medical Association (the AMA) is pleased to respond to the proposed *Social media policy*. We note that the proposed policy is common to all National Boards. We commend the Board on its carefully considered work in this area.

You will also note the AMA's previous submission on the preliminary consultation, submitted on 26 September 2012.

The consultation document released in April 2013 has clearly highlighted that the intent of the National Boards is to provide appropriate guidance on social media from a regulatory perspective. Given this narrow approach the AMA feels that the policy is appropriate although it presents a missed opportunity for the National Boards to provide further guidance on the use of social media to the professions.

We realize that the policy cannot be too prescriptive. It applies to all Boards, and may form part of the legal framework when assessing a registered health practitioner's conduct when a complaint has been made.

However, we maintain our previous position, that some issues, particularly bullying, may be useful topics for the National Boards to provide commentary on, given that this is a growing phenomenon in the context of employment and professional settings.

We note the addition of commentary on the posting of unauthorized photographs, and we support this. The issue of medical photography is currently a topic of discussion within the AMA and we anticipate producing a guideline on it in the near future.

As you may be aware, the AMA has written a comprehensive guideline on the use of social media for doctors and medical students. We would be happy to provide the link to this document such that practitioners can be referred to this document if further guidance is required.

Once again we commend the Board for its helpful work in this area and we welcome the opportunity to discuss the issue further. Should you have any queries, please contact John Alati, Senior Industrial and Legal Advisor on (02) 6270 5473 or at [jalati@ama.com.au](mailto:jalati@ama.com.au).

Yours sincerely

A handwritten signature in black ink that reads "Steve Hambleton". The signature is written in a cursive style with a horizontal line extending to the right from the end of the name.

Dr Steve Hambleton  
President  
04 June 2013