

# MEDIA AND COMMUNICATIONS POLICY

## 1. About ANZICS

The Australian and New Zealand Intensive Care Society, ANZICS, is a company registered under the Corporations Act 2001 (Australia) and Australian Charities and Not-for-profit Acts 2012. Its objectives are to connect its membership, and advocate for them and their teams in the pursuit of ensuring excellence in intensive care provision to the patients and communities they serve.

## 2. Introduction

The Australian and New Zealand Intensive Care Society (ANZICS) recognises that digital communication and social media is an accepted, credible and efficient way to disseminate important and relevant information to its members.

ANZICS uses a range of platforms to raise the profile of the Society and to promote member engagement, share news and celebrate achievements.

ANZICS receives media enquiries and may comment on a variety of issues across Australia and Aotearoa New Zealand pertinent to the provision of intensive care services.

## 3. Purpose

This policy outlines the principles underpinning ANZICS approach to the release of communications via different media and provides guidance to staff, members and external collaborators with information regarding the approval process for publication of material. It is important that ANZICS presents consistent, thoughtful and professional media to its members and the wider community.

This policy is also inclusive of external requests for advertisements to be published on the ANZICS website and social media platforms, as well as electronic communications distributed to its members.

This policy provides guidelines and standards for all forms of media engagement, ensuring consistency, accuracy, and professionalism in communications across platforms including websites, social media, print, interviews, radio and television appearances, media releases, editorials, advertisements, and newsletters.

## 4. Context

As a peak professional body for intensive care services, ANZICS is well placed to comment on matters of ICU importance, including advocacy and provision of trusted medical advice.

This media policy adheres to ANZICS broader engagement strategy to:

- Improve member engagement and provide awareness of intensive care advocacy efforts,
- Maintain the ANZICS brand, public profile and capacity to influence key stakeholders, and
- Foster trust and respect through upholding ANZICS values when communicating with others.

This media policy pertains to all ANZICS staff, Board, Committee, Special Interest Group and general members when engaged in Society business, as well as external affiliates/stakeholders involved in collaborative endeavours. In accordance with the Australian Council for International Development (ACFID) Code of Conduct, ANZICS seeks to treat all people with respect and refrain from statements about persons/organisations with the intent to create a reputational advantage.

## 5. Media Engagement Principles

In responding to the media requests, ANZICS will adhere to the following principles:

### 5.1 ANZICS may:

- Comment on Federal and Jurisdictional health policy as it relates to the service provision of intensive care services,
- Respond to comments made by other health agencies as it pertains to intensive care services,
- Comment on matters, which in the opinion of the ANZICS President and Board, relate to the provision of intensive care services and are considered to be of significant public interest,
- Profile the work of ANZICS committees and special interest groups,
- Support best evidence for intensive care treatments, clinical practice and research.

### 5.2 ANZICS does not:

- Endorse political parties or political viewpoints,
- Comment on or identify individual patients, adverse events or outcomes (unless with the written permission of the individual)
- Comment on or identify individual clinicians, ICU or hospital clinical performance (unless with the written permission of the individual or institution)
- Provide communications which breach the ANZICS Code of Conduct

## 6. Media Spokespersons for ANZICS

Media interviews and communications on behalf of ANZICS are expected to have been approved at Executive level in advance of their proceeding. In addition, it is anticipated that communications and interviews will usually adhere to a standard pattern of issuance:

- a. The ANZICS President and/or President-Elect/Immediate Past President for all national and bi-national state issues as required.
- b. Regional Chairs or their representatives for relevant jurisdictional issues as approved by the ANZICS

President.

- c. Specific ANZICS members or Committee Chairs with subject matter expertise, as approved by the ANZICS President or Executive

The ANZICS President is the default primary spokesperson on all Society matters. All communications to media on behalf of the Society are at the discretion of, and subject to approval of, the President.

The Society will provide authorised spokespeople with media training as required. All spokespeople must read, understand and comply with the contents of this policy.

When a nominated Society spokesperson also co-represents another organisation or body, the person must declare which organisation they represent at the time of the media engagement.

## 7. ANZICS Committee / Special Interest Group Social Media Accounts

In all public and social media communications, ANZICS committees and special interest groups should promote their own activities and the work of other ANZICS groups and the overall society more broadly. All communications must comply with the general media and communications policies of ANZICS and abide by the over-riding aims of the society.

- a. Committees and special interest groups may moderate their own social media accounts.
- b. Committees and special interest groups may develop guidelines or a code of practice for their use, but these must comply with generic ANZICS principles and policies.
- c. A record of all active and inactive social media accounts including a list of individuals responsible for content creation is to be kept by ANZICS.
- d. The moderator or content creator for each social media account must be an ANZICS member or employee.
- e. ANZICS social media account names should follow the following naming convention with “ANZICS” (capitalised if possible) as the first word of the account name e.g. @ANZICS\_CTG
- f. Where possible, generic ANZICS branding and logos should be included in account information, signature blocks and content posts.
- g. Changes to social media accounts must be notified to the ANZICS General Manager.

## 8. Approval of Marketing, Digital Communications and Social Media

All day-to-day communications (posting, reviewing, editing or responding) must adhere to best practice principles and maintain a high standard of professional behaviour.

ANZICS supports the following external resources to guide best practice in use of social media for medical professions:

- I. The Medical Board of Australia (AHPRA) [social media policy](#) (follow hyperlink or see appendix 1 for 2019 guidance – current as of October 2024)
- II. The Medical Council of New Zealand [Statement on use of the internet and electronic communication \(follow hyperlink or see appendix 2 for 2021 guidance – current as of October 2024\).](#)

## Checklist for Approval of Marketing, Digital Communications and Social Media

Requests to promote communications through the ANZICS member distribution list, website and social media platforms will be assessed on a case-by-case basis and according to the principles outlined in this policy. ANZICS reserves the right to determine the appropriateness of the request and to ascertain its level of importance against the Society's marketing schedule at the time of the request.

The ANZICS Marketing and Promotions Group field the day-to-day general enquiries pertaining to requests for advertisements, publications and distribution of material and/or communications to ANZICS members and its affiliates.

The process outlined below, in conjunction with the contents of this policy, provide general guidance for all media, marketing and communication requests.

ITEM	Action
<ul style="list-style-type: none"> <li>• Media communications/responses which relate to national or state health policy</li> <li>• Responses to communications made by other health agencies</li> <li>• Matters of significant ICU importance</li> <li>• Matters of public interest</li> <li>• Promotion of best evidence treatments, clinical practice, research</li> </ul>	Refer to ANZICS General Manager for President advice
<ul style="list-style-type: none"> <li>• Promotion of external education/research events sponsored by private industry</li> <li>• Complaints or concerns raised by published ANZICS* communications</li> </ul>	Refer to ANZICS General Manager
<ul style="list-style-type: none"> <li>• Advertisements and marketing of ICU/critical care job vacancies - see <a href="#">ANZICS Advertisement Schedule</a></li> <li>• ANZICS Committee and Special Interest group education, research, social events,</li> <li>• ANZICS affiliated international society/college conferences and events</li> <li>• Personal story contributions to the ANZICS Intensivist must provide a signed copy of the 'ANZICS Policy for Use of Images, Audio/Video Recordings and Personal/Professional Stories' which will be provided on request.</li> </ul>	Refer to ANZICS Marketing & Promotions Group.
Social media <ul style="list-style-type: none"> <li>• Generic ANZICS communication</li> <li>• Individual Committee / Special Interest Group</li> </ul>	Generic - refer to ANZICS General Manager Individual Committee / SIG - refer to Committee Chair or delegate

## 9. Review

This policy will be reviewed every five years, or earlier if required.

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Responsible Person	General Manager