

Social Media & Marketing Policy

Summit Osteo & Performance
150 Maroondah Hwy, Ringwood VIC
ABN: 60 915 250 523
Effective: October 2025
Review Date: October 2026

1. Purpose

This policy outlines how Summit Osteo & Performance manages its online presence and marketing activities in compliance with AHPRA regulations and Australian advertising standards.

It ensures that all marketing and social media content is accurate, ethical, respectful, and consistent with the professional values of the osteopathic profession.

2. Scope

This policy applies to all marketing, advertising, and social media activities conducted by Summit Osteo & Performance, including website content, social media posts, newsletters, printed materials, and collaborations.

It applies to the principal practitioner and any future staff or contractors responsible for communication on behalf of the clinic.

3. Guiding Principles

All content must reflect honesty, accuracy, and professionalism.

Information should support education, health awareness, and community engagement — not exploit or mislead.

The clinic's online presence should build trust and provide value to patients and the broader community.

4. Compliance with AHPRA Advertising Guidelines

Summit Osteo & Performance adheres to AHPRA's advertising requirements for regulated health services.

Marketing materials must not:

Contain false, misleading, or deceptive statements.

Offer or promote guaranteed outcomes or claims of superiority.

Use testimonials or reviews that refer to the clinical outcomes of treatment.

Create unreasonable expectations of benefit.

Encourage unnecessary or excessive use of services.

Use titles, language, or imagery that could be interpreted as implying specialist registration.

Marketing materials must:

Accurately describe the services offered and practitioner qualifications.

Clearly identify the business name and contact details.

Use respectful, inclusive, and professional tone and imagery.

Include clear and factual information about fees (if stated).

5. Social Media Use

A. Official Accounts

Summit Osteo & Performance manages official accounts on platforms such as Instagram, Facebook, and LinkedIn to share educational content, clinic updates, and health insights.

Posts may include:

Exercise or rehabilitation advice (general, not patient-specific)

Injury prevention and wellbeing tips

Clinic updates, events, and community involvement

Practitioner introductions and professional achievements

B. Professional Boundaries

Patient relationships must not extend into personal social media interactions.

Practitioners will not “friend” or “follow” patients on personal accounts.

No patient information, images, or case details are to be shared without written consent.

Social media engagement must remain courteous and professional at all times.

C. Managing Comments and Messages

Direct medical advice will not be provided via social media messages.

Comments that are offensive, defamatory, or violate privacy will be removed or reported.

Patients will be directed to admin@summitosteoandperformance.com.au or the booking system for clinical inquiries

6. Content Creation and Collaboration

Any collaborations, sponsorships, or partnerships must align with the clinic’s professional values and ethical standards.

Promotional content must disclose any commercial relationships or affiliate arrangements.

All materials representing the clinic must use approved branding, tone, and visual identity

7. Testimonials and Reviews

In accordance with AHPRA law, clinical testimonials are not to be published or shared on the clinic’s website or social media.

Patients may leave reviews on external platforms (e.g., Google Business Profile), but these cannot be reposted or quoted publicly.

The clinic may, however, share general feedback or thank patients collectively (without identifying individuals).

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8. Photography and Videography

All marketing photos or videos must be professional and relevant to clinic services.

Any identifiable person (patient or model) must provide written consent prior to use.

No imagery should imply that outcomes are guaranteed or universally applicable.

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9. Privacy and Confidentiality

All digital marketing activities are subject to the clinic's Privacy Policy.

No personal or clinical information is to be disclosed without appropriate consent.

10. Breach of Policy

Any breach of this policy, whether intentional or accidental, may result in removal of content, disciplinary review, or referral to AHPRA if necessary.

11. Review

This policy will be reviewed annually or when AHPRA or national advertising guidelines are updated.
