

HOW TO IMPLEMENT SOCIAL MEDIA WORK-BANS

SOCIAL MEDIA IS AN EXCELLENT WAY TO SUPPORT YOUR FACE-TO-FACE CONVERSATIONS WITH YOUR FAMILY, FRIENDS AND COLLEAGUES.

The ANMF (Vic Branch) protected industrial action ballot of members authorises nurses and midwives to delay or restrict the performance of normal duties by using social media to communicate about the campaign during working hours – having regard for the health, safety and welfare of their patients.

Remember: only participate in industrial action when you have been advised by ANMF that it is authorised. You will receive this advice via ANMF EBA updates.

While using social media as part of protected industrial action offers extra protection from adverse action from your employer, **remember that you still have professional obligations under your registration.**

The best advice we have for you is always 'be professional'. By this we mean:

- **Take care to draft posts and comments** as if you were saying it face-to-face to someone, such as your boss.
- **Debate with ideas and facts**, not insults.
- **Walk away from futile online discussions.** Look for receptive people who are open to what you have to say.
- **Don't denigrate other jobs** e.g. 'I get paid only \$X more than a cleaner/fast food worker, etc'. Everyone deserves fairer wages and conditions, and you can lose support from allies.

The aim of posting on social media is to convince your family, friends, the patients you care for and the general public to put pressure on St Vincent's Private Hospitals to offer a fairer EBA deal.

You want to post entertaining but factual information which demonstrates how they will benefit from you securing minimum nurse/midwife patient ratios and improved wages, allowances and conditions (i.e. you'll increase your permanent hours which will help increase the permanent workforce and fill rosters; you're in your early career and you'll stay; you're experienced and you'll delay retirement; safer patient care; stronger private healthcare system, etc).

PHOTOGRAPHY AND VIDEO – IT'S IMPORTANT TO READ THIS

Outside of industrial action we strongly advise members not to film or photograph yourselves at work and/or in your work uniform (even if this is outside work).

During protected industrial action photos and video of members wearing their t-shirts at work can send powerful messages of solidarity to your ANMF colleagues, your employer, the media and the community. There are still a few rules to follow. Make sure your photos or video **do not** include (even in the background):

1. patients unless you have their express permission
2. patient notes
3. computer screens
4. whiteboards with patient information

Follow ANMF on social media and encourage your colleagues to follow us.

You can find ANMF on Facebook, Instagram, TikTok and X at [@anmfvic](https://www.instagram.com/anmfvic).

SOCIAL MEDIA PRIVACY

We still encourage you to keep your settings private or friends only, but if you tag us we can't see your posts, only your friends can.

ANMF SOCIAL MEDIA RESOURCES

ANMF will provide campaign social media frames and tiles to share. You'll see information about these on our social media channels and you will be able to download them from our campaign resource page via anmfvic.asn.au/stvprivresources

HASHTAGS

#inourEBAera and **#nmeba2024** – all our EBA posts

#StVsPrivate

#EBA101 – this contains basic information on what EBAs are and how the campaigning process works – we urge members to read and share these in your stories.

If you are on Instagram, you can find relevant posts at those #hashtags.

TAKE PHOTOS AND VIDEOS

As soon as the protected industrial action starts take photos and short video of members wearing the campaign t-shirts or reading their letter to the editor or with your campaign signs so we can share these on ANMF's social media channels and in our publications.

Remember to take your pics or videos holding the camera vertically as these are then more useable for social media reels.



Please don't email photos or video as the quality will be reduced. Instead upload the original-sized files to our St Vincent's Private Hospitals Dropbox folder via the QR code or at anmfvic.asn.au/stvsdropbox.

TWITTER/X

Twitter is a platform mostly used by academics, journalists and politicians.

With the move to becoming X under the new owner, engagement has been less fulfilling, so we don't recommend starting a new account. However, feel free to use our # to promote the campaign, re-tweet ANMF tweets, etc.

META – FACEBOOK AND INSTAGRAM

Facebook allows you to share photos, videos and clickable links, which makes it a lot easier than Instagram. However, Meta favours content that keeps your followers on their platform. They don't want people clicking to leave.

Photos and especially video are favoured, however, even just a plain text post without any images can be just as effective.

On Instagram, Reels (short videos) and stories (temporary posts for 24 hours) are favoured by the platform. Note that the app prefers longer videos but the average viewing time for people is usually 8-10 seconds, so you need to keep hooking your followers to keep listening.

The most effective posts are members telling their stories about what their work as a nurse or midwife is like and talking about why this campaign will make things better for patients.

Search **#inourEBAera** on Instagram and you can find posts about our log of claims for examples.

TIKTOK

A video-only medium very popular by those in their teens and 20s, though there are TikTok users of all ages.

This app favours videos of people talking while putting on their make up or cooking, to dances and moves. Searching trends on TikTok will give you an idea of the different styles of videos that are going viral.

However, if you are new to the platform, just even talking to the camera can be effective.



Members can legally engage in protected industrial action when advice is provided by ANMF via an EBA campaign update which will be emailed to members' home and work emails.

There are serious consequences if you implement unauthorised industrial action.

If you experience any problems, please contact the ANMF immediately on 03 9275 9333, records@anmfvic.asn.au or contact your Job Rep.