



## **Australasian College of Aesthetic Medicine**

### **Social Media Policy**

**December 2021**

Communication, marketing and media has changed dramatically over the last 10 years. Many clinics are involved with such platforms as Facebook, Tik Tok, YouTube and Twitter, to name a few services. Social Media compliments and augments traditional advertising avenues such as newspaper, brochures, pamphlets, websites, meta-data promotion and television or radio advertising.

As such, the medical practitioner needs to understand the regulations associated with medical advertising and adhere to both the Therapeutic Goods Association guidelines and conserved terminology and the Medical Board of Australia Advertising Guidelines.

In short all advertising must follow these guidelines and the terminology. Brand names of pharmaceuticals should not be used for a general public audience, all before and after photographs require patient consent and must be untouched (i.e. a true representation).

ACAM advises all doctors review their advertising whilst reviewing the standards, ensuring that their advertising meets the standards and cannot be thought of as:

- Coercive;
- Containing testimonials or endorsements;
- Untruthful (with regards to results, information or patient outcomes).
  
- Any financial or personally beneficial relationship is transparent.

#### **Resources**

- The Promotion of False or Misleading Health-Related Information or Practices.<sup>1</sup>
- Therapeutic Goods Association<sup>2</sup>
- Medical Board of Australia Advertising Guidelines<sup>3</sup>

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<sup>1</sup> Asst Professor Bruce Arnold 2014. <https://www.parliament.nsw.gov.au/ladocs/submissions/51972/Submission%20No%2023%20-%20Assistant%20Professor%20Bruce%20Arnold,%20University%20of%20Canberra.pdf>

<sup>2</sup> <https://www.tga.gov.au/educational-materials>

<sup>3</sup> <https://www.medicalboard.gov.au/Codes-Guidelines-Policies/Advertising-a-regulated-health-service/Guidelines-for-advertising-regulated-health-services.aspx>