



Digital Engagement Guidelines

Rationale

Brook RED at times use digital mediums to deliver our services and supports. These guidelines are designed to ensure that:

- Interactions through digital mediums offer a safe and welcoming environment that fosters recovery and wellbeing focused activities
- Clear processes for engaging in digital mental health service delivery are in place;
- Community Member privacy and confidentiality are ensured when engaging digitally;
- Brook RED agents comply with the Digital Engagement Policy

Please refer to section 4 of the Communications Policy for broad communication guidelines for website, email, electronic calendars, social media and telephones.

All digital engagement should:

- Be relevant to the scope of practice of the service being delivered
- Comply with the Digital Engagement Policy
- Follow the Brook RED Code of Conduct
- Consider digital literacy, accessibility, and cultural relevance for the intended audience
- Avoid providing crisis support if not in scope of the service. Information for emergency and crisis lines should be made available to the intended audience

Telehealth and phone call engagement guidelines:

- Verify the Community Member's identity at the start of each call
- Make reasonable effort to verify the Community Member's location and emergency contact
- Obtain informed consent to digital service delivery
- Discuss options for non-digital service delivery and continuity of care in the event of outages
- Staff must ensure their physical and digital environment protects Community Member privacy
- Use simple technology that can be accessed via a desktop, laptop, tablet, or smartphone.
- Discuss any current or foreseeable barriers to digital engagement, including but not limited to: hardware, software, accessibility, data costs, and digital service provider reliability
- Ensure that calls are not recorded, unless the Community Member requests the call be recorded and all other participants, including staff, consent to this
 - In this instance, recordings are to be sent to the Community Member (if requested) via secure channels
 - Digital files of the recording must be either
 - Stored within our secure cloud-based server requiring ID, password, and multi-factor authentication
 - Securely destroyed

Email and text engagement guidelines:

- When sending group emails to Community Members or externally, use the 'Bcc' field rather than the 'To' or 'Cc' field to ensure that the recipients cannot see other recipients email addresses

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- Verify the Community Member's identity when initially engaging via email or text
- Staff should only use their Brook RED email when engaging in work-related emailing
- Staff must not share identifiable Community Member information via insecure channels

Social media engagement guidelines:

- Content is used to provide information about Brook RED services to a broad audience, including Community Members
- Content must be accessible, non-stigmatising and culturally safe
- Images and videos such as stories require consent if identifiable
- Reasonable effort should be made to remove comments containing discriminatory or stigmatising language
- A disclosure should be visible on the account, in bio or messages, that the platform cannot be used to deliver direct service, and details for emergency and crisis lines provided

Website engagement guidelines:

- Information must be reviewed and approved by Management prior to publication
- Website content should be used to provide information about Brook RED to a broad, public audience
- Information for crisis services should be displayed on the website
- Web content should comply with WCAG 2.1 AA accessibility standards
- Outdated information should be promptly removed

Definitions of Terms Used

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References

Brook RED Code of Conduct
 Brook RED Communications Policy
 Brook RED Digital Engagement Policy
 Web Content Accessibility Guidelines 2.1

Document Control and Record of Changes

Version	Effective Date	Approved by	Summary of Change	Date of Next Review
Version 01	November 2025	Blake Barber	Introduction of new guidelines	September 2027

The General Manager has overall responsibility for these guidelines. If there are any questions regarding this policy, please direct these to the Business Services Manager or General Manager.