

## APP:507 SOCIAL MEDIA POLICY

(Refer MP:38)

This policy is to provide clarity to workers on how to conduct themselves in social media. All workers need to use good judgment regarding material they post online.

Social media is defined in this policy as all online media which allows user participation and interaction. Common examples include:

- Social networking sites, e.g. Facebook, MySpace, Bebo, Friendster
- Video and photo sharing web sites, e.g. Flickr, YouTube, Blip.tv
- Micro-blogging and activity stream sites, e.g. Twitter, Jaiku, Yammer
- Blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- Forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
- Any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis

### Risks associated with online social media activity:

- Breaching *Privacy Act 1988*.
- Bringing the organisation's brand and reputation into disrepute.
- Representing a personal political view as that of the organisation.
- Making promises or statements regarding the organisation's operations which are not true.
- Disclosing personal information relating to other workers, or official information which is classified or commercial-in-confidence.

### Workers making use of social media:

- Should not comment on the activities of the organisation apart from providing factual information that is on the public record.
- Must avoid any statement that may bring the organisation into disrepute.
- Must not commit the organisation to any action or initiative without appropriate authority.
- Must not disclose official information unless authorised to do so.
- Must be aware of laws covering defamation, privacy and the protection of intellectual property.
- Must ensure all activities are in line with the organisation's policies.
- Must protect personal information entrusted to the organisation from distribution into the public domain.
- Must have approval from operational manager to use social media in an official capacity.
- Must obtain prior permission to use the words, images and materials of the organisation.

### Guidance for using social media:

- The organisation allows for private use of social media for professional development and general private use. It is expected that workers behave with common sense and comply with this Policy.
- Workers should carefully consider if social media is the appropriate communication channel and avoid posting any statement on social media if it is not intended for wide public distribution.
- There is less formality in social media environments so some relaxation of tone, punctuation and grammar may be appropriate. However, give your communications in social media the same attention as you do for other writing.
- Workers should be polite, and respect others' opinions, even in times of heated discussion and debate. Constructive criticism should be offered after careful consideration.

### Breach of Policy:

- Workers who participate in social media deemed not to be in the best interest of the organisation will be subject to disciplinary action.
- The organisation will remove, or request the worker to remove, any material that is in breach of this policy.

Signed: Glenn Gibson  
Chief Executive Officer

Dated: 04/12/15

*Social Media Policy is to be revised every two years (last revised 04/12/15)*