

From: Secretary (DPaC)
Sent: Monday, 29 January 2018 11:56 AM
To: Morgan-Wicks, Kathrine (DoJ); Ferrall, Tony (Treasury); Bullard, Tim (DoE); Hine, Darren (DPEM); Pervan, Michael (Communities); Whittington, John (DPIPWE); Evans, Kim (StateGrowth)
Cc: Enkelaar, Kim (DPaC); Ogle, Frank (DPaC); Anderson, Renee (DPaC); Reynolds, Michael I (Health)
Subject: STATE SERVICE EMPLOYEES – POLITICAL AND UNION RELATED ACTIVITIES DURING AN ELECTION

Dear colleagues

I'm writing to remind you of State Service employees' obligations regarding political campaigns, particularly in the lead up to the State election with a number of issues having already been raised by agencies and/or employees.

Any activities by State Service employees in relation to these campaigns and the forthcoming election, or public statements by them generally, need to be considered in light of their obligations under the *State Service Act 2000* and Regulations and any associated guidelines or directions.

In particular, employees and the unions representing them need to be mindful of employees' obligations under the State Service Code of Conduct (which references the State Service Principles), section 11 of the State Service Regulations (Public Statements by Officers and Employees), Employment Direction 12 (Internet and email use by State Service Officers and Employees) and any agency approved or general social media policies.

The relevant provisions of the State Service Act that you need to take into account are:

Section 7

- (1)(a) the State Service is apolitical, performing its functions in an impartial, ethical and professional manner.

Section 9

- (9) an employee must use Tasmanian Government resources in a proper manner.
- (11) an employee must not make improper use of:
 - a) information gained in the course of his or her employment; or
 - b) the employee's duties, states, power or authority.
- (13) an employee, when acting in the course of State Service employment, must behave in a way that upholds the State Service Principles.
- (14) an employee must at all times behave in a way that does not adversely affect the integrity and good reputation of the State Service.

There are similar provisions that apply to people employed under other Acts (for example the *Police Service Act 2003*).

Of course it is appropriate for unions to engage in matters involving employment and workplace relations. Unions may choose to run campaigns and messages that are overtly political and/or perceived as political in that they support and/or oppose particular political parties and policies. In either case, any participation of State Service employees and the use of agency facilities exposes those employees and agencies to criticism and leaves employees open to allegations that they may not have maintained their responsibilities to ensure the state service is apolitical.

As you would appreciate, the distinction between employment-related matters and political involvement may not always be clear cut. This is particularly the case where employees are workplace delegates and/or hold union positions. However, the following actions by employees in campaign material are inappropriate:

- naming or identification of individual employees as public servants (i.e. wearing State Service Uniforms or identifying as a Tasmanian State Service employee);
- undertaking political activities in work time;
- using agency facilities or property for political activities;
- using agency resources for circulating political messages; and
- placing political posters (such as how to vote notices) on agency notice boards.

If you consider that any employees within your Agency may be inappropriately involved in union campaigns, such concerns should, in the first instance, be raised with the relevant union.

You may also wish to discuss such union campaigns and/or inappropriate political activities with Mr Frank Ogle, Director State Service Management Office. For your information Mr Ogle can be contacted by telephone on 6232 7042.

Best wishes

Jenny Gale

Acting Secretary
Department of Premier and Cabinet

T: 03 | E: jenny.gale@dpac.tas.gov.au



From: (DPaC)
Sent: Monday, 29 January 2018 12:00 PM
To: (DoJ); (Treasury (DoE); (DPEM); (Health); (StateGrowth); (StateGrowth); (DPIPWE) (DPaC); (DPaC)
Cc:
Subject: FW: STATE SERVICE EMPLOYEES – POLITICAL AND UNION RELATED ACTIVITIES DURING AN ELECTION

For your information, the below email has been sent to HOAs from the Acting Secretary of DPAC.

Regards,

— Office of the Secretary | Department of Premier and Cabinet
 Level 7/15 Murray Street Hobart TAS 7000 | GPO Box 123 Hobart TAS 7001
 Ph: 03 | Mob: | [@dpac.tas.gov.au](mailto:dpac@dpac.tas.gov.au)
www.dpac.tas.gov.au

From: Secretary (DPaC)
Sent: Monday, 29 January 2018 11:56 AM
To: Morgan-Wicks, Kathrine (DoJ) <Kathrine.Morgan-Wicks@justice.tas.gov.au>; Ferrall, Tony (Treasury) <Tony.Ferrall@treasury.tas.gov.au>; Bullard, Tim (DoE) <tim.bullard@education.tas.gov.au>; Hine, Darren (DPEM) <Darren.Hine@police.tas.gov.au>; Pervan, Michael (DHHS) <michael.pervan@dhhs.tas.gov.au>; Whittington, John (DPIPWE) <John.Whittington@dpipwe.tas.gov.au>; Evans, Kim (StateGrowth) <Kim.Evans@stategrowth.tas.gov.au>
Cc: Enkelaar, Kim (DPaC) <Kim.Enkelaar@dpac.tas.gov.au>; Ogle, Frank (DPaC) <Frank.Ogle@dpac.tas.gov.au>; Anderson, Renee (DPaC) <Renee.Anderson@dpac.tas.gov.au>; Reynolds, Michael I (DHHS) <michael.reynolds@dhhs.tas.gov.au>
Subject: HPE CM: STATE SERVICE EMPLOYEES – POLITICAL AND UNION RELATED ACTIVITIES DURING AN ELECTION

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Best wishes

Jenny Gale

Acting Secretary
Department of Premier and Cabinet

T: | E: jenny.gale@dpac.tas.gov.au



From: (DoJ)
Sent: Tuesday, 7 May 2019 4:28 PM
To: (DoJ); (DPaC)
Cc: (DoJ)
Subject: RE: doj social media policy

Hi I
The DoJ Social Media policy can be found here:
https://intra.justice.tas.gov.au/data/assets/pdf_file/0005/413564/Social-Media-Policy.pdf
It includes information for practitioners.
Let me know if you need anything further.
Thanks,



| Communications Officer

Office of the Secretary
Department of Justice

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m ()
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From: (DPaC)
Sent: Thursday, 14 June 2018 10:34 AM
To: (Communities)
Subject: DPAC social media policy - professional and personal use
Attachments: DPAC Social Media Policy - Professional Use V2 Dec 2017.pdf; Social Media Policy - Personal Use.pdf; Social Media FAQs - Personal Use (1).pdf; Social Media Policy - Personal Use - what you must know.pdf

Hi

As promised, here is the current DPAC social media policy for professional use.

We also have one relating personal use and a couple of FAQs re personal use – I've attached them all just in case there are parts that might be useful down the track.

Cheers

Communications Consultant
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SOCIAL MEDIA POLICY – PERSONAL USE

DEPARTMENT OF PREMIER AND CABINET/ JULY 2016



Tasmanian
Government

Policy history

Approver	Secretary
Date	25 July 2016
Commencement Date	25 July 2016

Document control

RM Reference: 16/58096	Version No: 1.0
Published on	25 July 2016
Review date	25 July 2018

Document revision

Version	Date	Who	What
0.1	13/07/2016	Cara Robinson	Draft for consultation
0.2	20/07/2016	Cara Robinson	Updated draft for Executive approval
1.0	25/07/2016	Cara Robinson	Final
1.1	27/09/2016	Cara Robinson	Updated draft for Secretary approval
2.0	5/10/2016	Cara Robinson	Final - CPSU feedback incorporated

Accountability and Values

Alignment with DPAC Values	Excellence, customer-focused, working together, being professional.
Applies to:	Supervisors/All Staff
Implementation Officer	Deputy Secretary (Corporate and Governance)
Compliance Officer	Deputy Secretary (Corporate and Governance)
Criticality: (High/Medium/Low)	Medium

Social Media Policy – Personal Use

Summary

This policy provides employees of the Department of Premier and Cabinet (DPAC) with guidance on the responsible personal use of social media, so they feel empowered to participate, while remaining mindful of their responsibilities to their employer.

This policy should be read in conjunction with the *Social Media Policy – Professional Use* which covers the use of non-Tasmanian Government websites for hosting Departmental content; and employees using social media in the course of their employment.

This Policy is supported by the *Social Media Procedure and Guidelines – Personal Use*.

Applies to

This Policy applies to all employees, including Senior Executive officers of DPAC.

Policy statement

DPAC employees should ensure they are mindful of their responsibilities under the *State Service Act 2000*, the *State Service Code of Conduct* and DPAC's Values when using social media, for both professional and personal purposes. This includes the need to:

- act lawfully (such as copyright compliance);
- behave in a way that does not adversely affect the integrity and good reputation of the State Service;
- not defame individuals or organisations;
- not imply DPAC endorsement of personal views;
- not disclose, without authorisation, confidential information; and
- not comment or express beliefs supporting violence, including violence against women.

Definitions

Social media refers to various online tools that enable users to contribute content and share information and resources. It includes blogs, wikis, discussion forums and social networking sites.

Social media is different from traditional media channels as it allows for two-way communication between the owners of the content and their audience.

Social media messages often make use of multimedia such as text, audio, video and images.

Professional Use is use of social media as part of staff duties on behalf of the Department.

Personal Use is use of social media in any context which is outside a staff member's professional duties. This includes personal use of social media at work.

Roles and responsibilities

Head of Agency (HoA) / Secretary

- ensure the implementation of, and compliance with, the Policy as per the Corporate Policies Interpretation Policy (RM 13/45704); and
- the HoA is also responsible for determining when a breach requires procedural action in accordance with the *State Service Act 2000* and Employment Directions.

Divisional Directors and Deputy Secretaries

- support the implementation of, and compliance with, the Policy.

Human Resources (HR)

- promote awareness of this Policy and the accompanying Procedure and Guideline;
- investigate complaints about alleged breaches of the policy and recommend course of action; and
- ensure up-to-date material relating to the Policy is available on ipac for reference.

Managers / Supervisors

- encourage team members to use personal social media responsibly;
- provide support and resources as required; and
- where a social media interaction is identified as a potential breach of this policy or the State Service Code of Conduct, Managers should ensure Human Resources and/or HoA are informed of the situation.

Employees

- the State Service Code of Conduct defines standards of behaviour and conduct that apply to all employees. Use of email, the internet and social media must be in accordance with Section 9 of the State Service Code of Conduct and *Employment Direction no 12: Internet and Email Use by State Service Officers and Employees*;
- are accountable for their private actions that may have a bearing on the Department, State Service or their standing as a public official; and
- can identify potential breaches. If a potential breach is identified employees should raise the matter with their manager or Human Resources in the first instance.

Related documents

State Service Act 2000

Employment Direction No. 2

Employment Direction No. 5

Employment Direction No. 12

DPAC Electronics Communications Usage Policy (Sept 2011)

Social Media Procedure and Guidelines – Personal Use

DPAC Values

SOCIAL MEDIA POLICY – PROFESSIONAL USE

DEPARTMENT OF PREMIER AND CABINET – DECEMBER 2017

Policy History

Policy No.	
Approved by and date	Renee Anderson, 12 December 2017
Rescinded date	
Endorsed by Committee/ Board	
Commencement Date:	December 2017

Document control

TRIM Reference 16/29534	Version No: 2.0
Published on (insert date)	December 2017
Review date:	December 2018

Document revision

Version	Date	Who	Record number	Approved by and date
1.0	February 2011	Amy Breen	CA327218	Phil Foulston, February 2011
2.0	December 2017	Sarah Marshall, Amy Breen	16/29534	

Accountabilities

Implementation	CPU
Compliance	All DPAC business units
Monitoring and Evaluation	DPAC management and CPU
Development and/or Review	CPU

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Policy Statement

1. Intent

This policy, and the associated social media strategy template, governs the professional use of social media for the Department of Premier and Cabinet (DPAC).

2. Alignment to DPAC Values

This policy is aligned with the following Departmental values:

- **Excellence** – we strive for excellence at all times. This means:
 - We value knowledge, wisdom, experience and diverse points of view.
 - We prepare advice and deliver services that are fit for purpose.
 - We show leadership and encourage and develop others.
 - We foster a work environment that promotes learning and innovation
- **Customer focus** – customers are at the centre of what we do and how we do it. This means:
 - The views of our customers, clients, stakeholders and communities inform our work.
 - We respond to the needs of our customers and they value our services.
 - We measure satisfaction with our services.
- **Working together** – we support and respect one another and work with others to achieve results. This means:
 - We reach out to others and build respectful and trusting relationships.
 - We commit to a safe, supportive, flexible and inclusive working environment.
 - We celebrate success and recognize the contribution of our staff.
- **Professional** – we act with integrity and are accountable and transparent. This means:
 - We are responsible for our decisions and actions.
 - We are clear and concise and use plain English.
 - We are honest and open and lead by example.
 - We are flexible and respond to changing priorities.

3. Scope

This policy applies to all staff of DPAC who engage in social media for professional use. It does not apply to Ministerial and Parliamentary staff.

Personal use of social media is covered by the Department's *Social Media Policy – Personal Use*.

Professional use of social media platforms is subject to the conditions outlined by the [Tasmanian Government Communications Policy](#).

4. Objectives

The objectives of this policy are to ensure that:

- expectations of working with DPAC's social media accounts/pages are clearly set out for staff so they understand their responsibilities;
- suitable planning is undertaken, and resourcing and approval processes are established, prior to developing a social media presence on behalf of DPAC/the Tasmanian Government; and
- potential risks of using social media for work purposes are mitigated to ensure a positive outcome is achieved for DPAC and the Tasmanian Government.

5. Definitions

5.1 Social media

Social media refers to various online tools that enable users to contribute content and share information and resources. It includes online forums and blogs; collaborative sites such as Wikipedia; social networking sites such as Facebook, LinkedIn or Twitter; and media-sharing websites such as YouTube, Instagram or Flickr.

Social media messages often make use of multimedia such as text, audio, video and images.

Along with other communication channels such as newspapers, radio, television and websites, social media is an important source of information on government policies, programs and services.

5.2 Websites and webpages

A website refers to the collection of pages that make up an entire site. A webpage refers to an individual page.

5.3 Hosting

Hosting is a service that allows individuals and organisations to make their own websites and webpages available on the web. In the context of this policy, hosting refers to the service provided by the organisation running a website on which Tasmanian Government information is published.

5.4 Moderation

Moderation refers to the process of actively managing comments and interaction on a website which allows for user-contributed content.

5.5 Moderator

A moderator has the responsibility of monitoring and managing comments on a website which allows for user-contributed content.

5.6 Administrators

An administrator is an individual who has administration and/or editing rights to a social media site or account.

5.7 Professional use

Professional use is use of social media as part of a staff member's employment duties on behalf of the Department.

5.8 Personal use

Personal use is use of social media in any context which is outside a staff member's professional duties. This includes personal use of social media in the workplace.

5.9 Must

In the context of this policy, "must" indicates that the action is mandatory because it relates to another policy or legislation, or minimises risks.

5.10 Should

In the context of this policy, "should" indicates a recommended course of action because it is best practice.

5.11 Caretaker

Caretaker refers to the time leading up to a State election when the Tasmanian Government is operating in "caretaker mode" and must ensure its activity remains apolitical. The caretaker period starts with the dissolution or expiration of the House of Assembly and ends when a new Government is appointed.

6. Policy Context

There are two key differences between a standard website and a social media site:

1. On social media sites, Tasmanian Government information is hosted on an external site.
2. Social media sites allow for two-way conversation between the content owners and their audiences.

These two differences present some unique challenges and potential risks that need to be managed, as addressed below.

7. Policy

7.1 Gaining approval to create a page/presence on a social media site

The decision to use social media for a Business Unit or project will be assessed on a case-by-case basis and must be approved by the relevant Business Unit Manager and the Communications and Protocol Unit (CPU). This decision should be supported by a social media strategy. This strategy is a key planning document that will:

- articulate the purpose of the page, including whether it is for a defined period or ongoing basis;
- identify target audiences;
- choose the most appropriate social media channel/s;
- document who the administrators will be;
- document possible content and frequency of posting;
- document how comments and questions will be responded to;
- document how frequently the page is to be monitored; and
- identify risks and mitigation strategies.

A social media strategy template is available from www.communications.tas.gov.au.

7.2 Protecting personal privacy

Administrators and moderators who create or manage a DPAC social media account should avoid using their personal accounts, where possible.

For example, comments and posts should be only made through the DPAC social media account, not a personal social media account.

If an administrator must comment or post content using their personal account, they must clearly identify themselves as being professionally associated with the page or site in each post.

However, it's important to note that if a personal account is used to post content to a site, staff should be aware that both their personal and work activities on the site might be viewed by members of the public, and staff may wish to consider appropriate privacy controls (if available) to try and separate those activities. See also the Department's Electronic Communication and Internet Usage Policy, 6.6.2 Internet Use.

Contact CPU at commsrequests@dpac.tas.gov.au if you need advice/assistance.

7.3 Account support

CPU maintains a register of DPAC's social media accounts in order to:

- provide technical or strategic support when needed; and
- gain access to the account in an emergency.

A member of CPU must be given full administration rights, along with details such as name of site administrator and moderators, login details (where applicable), associated email accounts, passwords and procedural information.

7.4 Record keeping

Activity on the page/site must be regularly captured in DPAC's records management system, in accordance with the *Archives Act 1983* and the *Libraries Act 1984*.

For information and assistance, contact ITS.

7.5 Management of the site

The Business Unit is responsible for ongoing management of the social media pages/accounts, including updating content, record keeping, and monitoring and moderating activity. The details of who is responsible for this and how regularly it is monitored should be documented in a social media strategy, which must be approved by the Business Unit Manager and CPU.

All pages should be kept up-to-date and content posted regularly – how regularly should be decided on a case-by-case basis and documented in your social media strategy. If there is no activity on a page for an extended period, the purpose of the page/presence on a social media site should be reconsidered, including whether the page should be taken down.

Any content posted on a social media site must be of an equivalent standard to information provided on Tasmanian Government websites, and comply with the *Tasmanian Government Communications Policy*.

This means:

- Clearly identifying the page/account as being owned by the Tasmanian Government. This may be done through the presence of a Tasmanian Government logo or a statement of ownership. There must also be a link back to the agency's website, as well as a way to contact the agency about the content.
- When publishing photographs or videos, ensure you have the permission of subjects in the video and photos.
- Privacy rights and copyright ownership must be respected in compliance with the *Personal Information Protection Act 2004* and the *Copyright Act 1968*.

7.6 Moderation

Social media sites that invite comments or input from members of the public and administrators should set clear expectations about the standard of comment or input that will be accepted. This can be done by including moderation guidelines on your page/account. See the social media strategy template for an example of the moderation guidelines.

Administrators are not required to respond to all comments from members of the public. See Appendix I for a guide on how to respond to comments on social media.

Removing comments from a site is a last resort, unless the moderation guidelines and expectations have clearly been breached. If a comment or other piece of contributed content must be removed, ensure the author is informed of when and why content has been removed. CPU can assist in the decision to remove comments.

7.7 Accessibility

Where possible, efforts should be made for content to be as accessible as possible. This should include:

- Content provided as HTML in preference to PDF or Word documents, or in text-based images. Where PDF or Word documents must be used, access should be provided to the information in another format, such as a link to an accessible PDF, or appropriate contact information should be present so the content can be requested in another format; and
- Captioning videos.

ITS can provide advice on how to ensure that information on external websites is as accessible as possible.

7.8 Socially-sourced information

Some social media sites, such as Wikipedia, Google business pages, or LinkedIn, may contain information relating to the Department or areas of the Department's business that has been provided by the public or has been automatically generated. Business Units are encouraged to monitor social media sites for information relevant to their area and ensure, as much as they are able, that the information is accurate.

7.9 Caretaker

When the Tasmanian Government is operating in caretaker mode in the lead up to a State election, it is important to ensure the Government's activities remain apolitical. The Caretaker Conventions outline a few considerations for managing social media accounts to ensure they remain as apolitical as possible. Site administrators are encouraged to check the advice in the Caretaker Conventions that are released when a State Election is called.

8. Related documents and policies

Social Media Policy – Personal Use

Tasmanian Government Communications Policy

Ministerial Directive No12 – Internet and Email Use by State Service Officers and Employees

W3C's Web Content Accessibility Guidelines 2.0.

State Services Act

Archives Act 1983

Libraries Act 1984

DPAC ICT Security Policy (June 2014)

Acceptable Use of ICT Policy

Social media strategy template

9. Social media support pages

<https://www.facebook.com/help/>

<https://support.twitter.com/>

<https://help.instagram.com/>

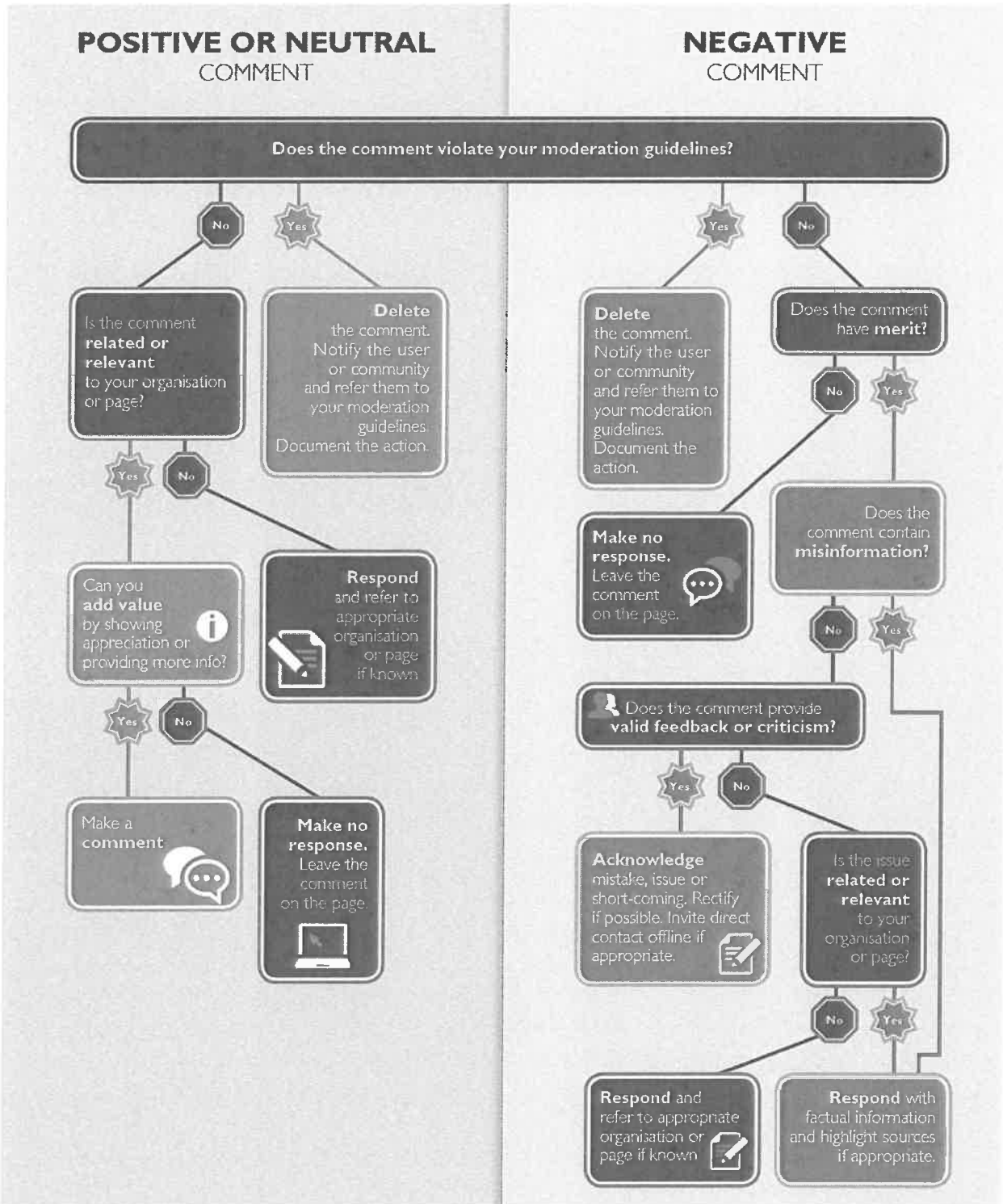
10. Contacts

Communications and Protocol Unit

commsrequests@dpac.tas.gov.au

Appendix I – Social Media Response Flow Chart

SOCIAL MEDIA RESPONSE



Developed by the Tasmanian Government based on work by Tymado Multimedia Solutions:
<http://tymado.com/wp-content/uploads/2011/06/SocialMediaResponseFlowChart.jpg>
 Feedback to info@communications.tas.gov.au



Social Media – Personal Use

FREQUENTLY ASKED QUESTIONS

Sometimes our official duties and responsibilities as State Servants can come into conflict with the way we use social media. We all have the right as citizens to use social media to interact with the world around us and express our views, but we also have responsibilities when presenting as State Servants not to act in a manner that could damage the integrity or reputation of the Service or which is political in nature.

Finding the right balance can be challenging, particularly for high profile and the more senior positions where it is difficult to separate your work persona from your private one. The purpose of this guide is to protect you by helping you to form a view about what's appropriate, and what crosses the line.

Social media refers to various online tools that enable users to contribute content and share information and resources. It includes blogs, wikis, discussion forums and social networking sites. Social media is different to traditional media channels as it allows for two-way communication between the owners of the content and their audience.

Social media messages often make use of multimedia such as text, audio, video and images.

What happens to the information I post on social media?

The information you share online may be permanently recorded. Even when you deactivate your account, the information you shared may remain in archived or old versions of websites, or in comments you've made on other people's pages.

You don't always have control over who sees or accesses the personal information you share on social media, even when using the most restrictive privacy settings.

It is my personal social media account - why is DPAC concerned about what I am posting?

All State Service employees have responsibilities under the principles of the *State Service Act 2000* and the State Service Code of Conduct that can apply when using social media, either professionally or personally.

You are accountable for your actions, inside or outside of work particularly actions that may negatively impact the Department or State Service. If you make comments about your job, workmates, customers, managers or DPAC those comments must not harm the Department's or the State Service's integrity or reputation.

You should not assume that just because you have not identified yourself as a State Service employee that this won't become known to those reading your posts. You should make every effort to indicate that your contribution is made as a private individual and not as a representative of your employer.

A post on Facebook, as an example, that contains negative comments about your work colleagues may be in breach of the State Service Code of Conduct, which may result in disciplinary action, up to and including termination.

What about political views, am I free to express mine on social media?

DPAC employees have the same right to freedom of expression as other members of the community. However, common sense should be used when commenting, sharing or liking social media content. If making comment on government or government policy, remember the State Service Principles require that *'the State Service is apolitical, performing its functions in an impartial, ethical and professional manner'*.

For example, posting criticism of the Tasmanian Government on Facebook might compromise your appearance of being apolitical, impartial and professional.

Can I comment on Government policy?

As above, State Service employees have the right to express their opinions and participate in the political process but must do so without harming the Department's or the State Service's integrity or reputation or appearing to favor a political party.

It is the role of State Service employees to implement the policies of the government of the day so making public comments that oppose the policies you may be involved in implementing undermines the confidence of the community in your ability to implement those policies.

Can I access social media at work for work purposes, for example, looking up the Facebook page of an organisation I'm working with?

Yes. If you are administering a page on behalf of the Department, see DPAC's Social Media Policy – Professional Use.

What if I get a friend request from a supplier or another body I deal with professionally through work?

Please refer to the [DPAC Managing Conflicts of Interest Policy](#) which details reasonable steps to avoid any conflict of interest in connection with your employment in the State Service.

Can I like or follow politicians or political parties?

Agency staff have the same rights as other members of the community to engage in the political process, except where these activities impact adversely on their ability to perform their official duties to the standard required under the *State Service Act 2000*.

'Liking' or 'following' a political party does not create a conflict of interest, but engaging in public debate on political issues relevant to your official duties would likely do so. Refer to the [DPAC Managing Conflicts of Interest Policy](#) for more information on commenting publicly.

Can I access social media at work for personal use?

Employees who are unsure whether their use of internet falls within the boundaries of acceptable use should discuss the matter with their manager. For more information, please see the [DPAC Electronic Communication Usage Policy](#)

What are some examples of failing to adhere to the Code of Conduct on social media?

- Making derogatory and obscene posts about a colleague, manager or workplace on Facebook.
- Tweeting comments or memes inciting or promoting violence against women.
- Disclosing non-publicly available information in a public forum, for example about delays in evaluating a tender process.
- Using Instagram to post inappropriate photos from a work Christmas function.

What are some good rules of thumb to apply?

When considering making personal comments, employees should reflect on the following questions:

- Could my comments cause DPAC clients or other stakeholders to lose confidence in my ability to work in an impartial and professional manner?
- Are my comments consistent with how the community expects a State Service employee to operate and behave?
- Are my comments consistent with the DPAC values?
- Could my comments undermine the reputation of DPAC?
- Would I be comfortable if my manager read my comments?
- Am I disclosing any agency material that I'm not specifically authorised to disclose?
- Are my comments lawful? For example, do they comply with anti-discrimination legislation?
- Have I made it clear to others that my contribution is as a private individual and not as a representative of DPAC?
- Are my comments consistent with DPAC's zero-tolerance stance on violence against women?
- Am I using government-owned infrastructure? Do I have permission to use it in this way (this includes the use of your government email address)?



Who do I contact if I have more questions?

If you have any further questions or require further clarification in regards to Social Media - Personal Use, you can speak to your Manager, or alternatively contact hr@dpac.tas.gov.au.

Personal use of social media

WHAT YOU MUST KNOW

The line between our public and private lives is not always clear cut, particularly in online social networks. Inappropriate use of social media can have serious consequences.

Your role as a DPAC employee can create an association between what you say online and the department itself. Your behaviour - both in and out of the workplace - must be consistent with your responsibilities under the principles of the *State Service Act 2000*, the *State Service Code of Conduct*, DPAC values and DPAC Social Media Policy – Personal Use.

What are the rules?

When using a personal or business social media account, DPAC employees should:

- act lawfully (such as copyright compliance);
- behave in a way that does not adversely affect the integrity and good reputation of the State Service;
- not defame individuals or organisations;
- not imply DPAC endorsement of personal views;
- not disclose, without authorisation, confidential information; and
- not comment or express beliefs supporting violence, including violence against women.

What is 'professional' vs 'personal' use?

- *Professional Use* is use of social media as part of staff duties on behalf of the Department.
- *Personal Use* is use of social media in any context which is outside a staff member's professional duties. This includes personal use of social media at work.

What you should do:

- Know and follow relevant DPAC policies including the *State Service Code of Conduct*
- Be aware the general public consider us 'the voice' of the department 24/7
- Consider what you say before you say it – it'll be on the web for a long time and often for the world to see
- Respect privacy and respect copyright
- Don't discuss confidential or classified material. If in doubt, seek advice from your manager.
- Make sure your personal online activities don't interfere with your job performance.
- Avoid association with individuals, activities or social media groups that may damage the reputation of the DPAC. Please note, any association with employee organisation groups do not fall into this category.

What happens if this policy is breached?

Where an employee becomes aware of inappropriate or unlawful social media content that relates to the Department or content that may otherwise have been published in breach of the policy, the situation and circumstances should be raised with their Manager and/or Human Resources (HR) in the first instance. If it is identified that the social media activity raises a potential breach, the allegations will be forwarded to the HoA where appropriate via the Manager HR.

What you post or share can ultimately have consequences for you. Failure to abide by these guidelines may result in disciplinary action under the Code of Conduct, up to and including termination.

Frequently asked questions – for the answers, click here.

- What are some good rules of thumb to apply?
- What are some examples of failing to adhere to the Code of Conduct on social media?
- Can I access social media at work for personal use?
- Can I like or follow politicians or political parties?
- Can I access social media at work for work purposes, for example, looking up the Facebook page of an organisation I'm working with?
- Can I comment on Government policy?
- What about political views, am I free to express mine on social media?
- It is my personal social media account - why is DPAC concerned about what I am posting?
- What happens to the information I post on social media?

Who do I contact if I have more questions?

If you have any further questions or require further clarification in regards to Social Media - Personal Use, you can speak to your Manager, or alternatively contact hr@dpac.tas.gov.au.

For more information:

State Service Act 2000
Employment Direction No. 2
Employment Direction No. 5
Employment Direction No. 12
DPAC Electronics Communications Usage Policy (Sept 2011)
Social Media Policy – Professional Use
Social Media Policy – Personal Use
Social Media Procedures and Guidelines – Personal Use
Social Media FAQs – Personal Use
DPAC Values