

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2011-2012, 30/31 May 2011

Question: E11-394

OUTCOME 0: Whole of Portfolio

Topic: SOCIAL MEDIA

Written Question on Notice

Senator Boyce asked:

Has there been any changes to Department and Agency social media or protocols about staff access and usage of Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs since October 2010? Please explain

Answer:

There have been no changes to external social media or protocols for Department of Health and Ageing staff. The Department established an internal blogging capacity during February 2011

The Department also commenced using social media policy for a number of social marketing campaigns during 2011 including for "Swap It" and the "National Drugs Campaign."

Food Standards Australia New Zealand distributed staff protocol and guidelines in January 2011.

The National Health and Medical Research Council has authorised three Executive Level staff from its communications area to maintain social media activities.

Health Workforce Australia (HWA) has developed a social media policy and procedures have been developed accordingly.