



Australian Government
**Australian Customs and
Border Protection Service**

June 2012

CUSTOMS AND BORDER PROTECTION SOCIAL MEDIA TRIAL

Introduction

Communication and Media will trial the use of social media channels Twitter, YouTube and Flickr to deliver information to external audiences for six months from 8 June. The channels will be used to 'push' information one-way only and will not be used for two-way engagement with the public.

Objective

- To deliver information to a wider audience.
- To communicate more effectively with an audience already using social media.
- To utilise functionality not available with the current website
- To test resourcing and capabilities
- To determine stakeholder interest in greater use of these channels for engagement.

Objectives, metrics, target audiences and business benefits are outlined in Attachment A.

Approach

Twitter will be used to alert users to media releases, events and information published on the Customs and Border Protection website as well as video and images published on YouTube and Flickr.

Video content produced by Communication and Media for external audiences will be uploaded to YouTube. Content will link to relevant information on the Customs and Border Protection website.

Images uploaded to Flickr will also link to relevant information on the Customs and Border Protection website.

All content will be authorised prior to publication.

Social media tools and channels used during this trial will be treated as corporate channels. Content will be produced according to the accountability and publishing models outlined in the Digital and Online Content Governance Framework and the Publishing using Social Media draft Instructions and Guidelines. (Attachments B and C)

Working with online media in an official capacity is subject to the same standards required by the Public Service Act 1999 (APS Values and the APS Code of Conduct) that apply in a physical work environment. [See APSC Circular 2009/6: Protocols for Online Media Participation.](#) (Attachment D)

Content will link back to the Customs and Border Protection website where practicable and align and integrate with existing communication channels.

The Customs and Border Protection website will carry notification of the trial. (Attachment E)

Roles and Responsibilities

All content published on social media channels will be authorised by one of the following content approvers:

Matt Wardell – Director Communication and Media
Tim Dawson – Media Manager
David O’Sullivan – Manager Online Communication
Annette Cohen – Communication Manager (Sydney)

Access to publish information on social media channels will be restricted to the following Communication and Media staff:

Matt Wardell
Tim Dawson
Annette Cohen
David O’Sullivan
Krista Zacharias
Melani Guyatt
Martin Vant
Alex Maier
Craig Tuck
Vanessa Courtot

Timing

The trial will operate during work hours only for a period of six months from June 8 to December 21.

Updates will be made as content becomes available.

A mid-trial report will be provided in September. An evaluation will be carried out in early-mid December

Resources

The trial will be conducted using existing FTE resources.

Updates will be made from the Media and Communication Mac network which is isolated from the LAN. There are currently six machines with internet access on this network.

Risks/Issues

Risks/Issues	Mitigants
Resources (staff, computers) required to update/maintain sites.	To be monitored
Increased expectations from audience and Customs and Border Protection business areas.	To be monitored
No approved instructions and guidelines for official use of social media.	Draft Digital and Online Content Governance Practice Statement and Publishing using Social Media Instructions and Guidelines.
Social media sites not compliant with Web Content Accessibility Guidelines 2.0.	Offer choice of accessible social media alternatives where possible.
Loss of control of content.	Monitor use of content

Cyber threats.	Computers are isolated from the Customs and Border Protection LAN



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Channel	Objectives	Key metrics	Target audience	Business benefits
Microblogging (Twitter) Account name: AusCustomsNews	<ul style="list-style-type: none"> Alert media and public to media releases, events and initiatives. Deliver key messages to a wider audience Drive traffic to the Customs and Border Protection website Test capabilities and resourcing for maintaining a social media presence 	<ul style="list-style-type: none"> Number of followers Rate of new followers per day Number of tweets 	<ul style="list-style-type: none"> Media Industry Travellers Community Partner agencies with existing social media channels 	<ul style="list-style-type: none"> Increased compliance Greater awareness of Customs initiatives
Photo sharing (Flickr) Account name: AusCustomsNews	<ul style="list-style-type: none"> Use Flickr to share authorised images and link back to website. Drive traffic to the Customs and Border Protection website Test capabilities and resourcing for maintaining a social media presence 	<ul style="list-style-type: none"> Referrals from flickr Views of photos on flickr Page ranking on key terms 	<ul style="list-style-type: none"> Media Industry Travellers Community 	<ul style="list-style-type: none"> Increased Compliance Greater awareness of Customs initiatives
Online video (YouTube)	<ul style="list-style-type: none"> Upload corporate 	<ul style="list-style-type: none"> Referrals from 	<ul style="list-style-type: none"> Media 	<ul style="list-style-type: none"> Increased

<p>Account name: AusCustomsNews</p>	<p>videos on YouTube and link to website.</p> <ul style="list-style-type: none">• Deliver key messages to a wider audience• Drive traffic to the Customs and Border Protection website• Test capabilities and resourcing for maintaining a social media presence	<p>YouTube</p> <ul style="list-style-type: none">• Views of videos on YouTube• Page ranking on key terms	<ul style="list-style-type: none">• Industry• Travellers• Community	<p>Compliance</p> <ul style="list-style-type: none">• Greater awareness of Customs initiatives
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