



INSTRUCTIONS AND GUIDELINES

DRAFT

Publishing using social media

June 2012

This Instruction & Guideline refers to Practice Statement: (number and Digital and Online Content Governance)

Published date:

Availability: Internal and external

Subject: Publishing using social media

Purpose: To provide guidelines for the use by staff of internal and external social media tools and channels

Owner: National Director People and Corporate Services

Category: Corporate

Contact: Communication and Media, 02 62756306

The electronic version published on the intranet is the current Instruction and Guideline.

Summary of main points

1. What is social media
2. Publishing content
3. Publishing comment
4. OH&S considerations

This I&G applies to staff in:

- Authorised to use social media in an official capacity

Introduction

The use of social media in an official capacity must be approved and follow the Australian Public Service Commission's revised guidance on making public comment and participating online and the Acceptable Use of the Customs and Border Protection Internet Service Practice Statement

The use of social media in an official capacity must enhance Customs and Border Protection's web presence by providing access to content that aligns with corporate messages and is consistent with corporate style and look and feel.

These Instructions and Guidelines apply to authorised staff who use social media in an official capacity. They must be read in conjunction with the Making Public Comment and Participating Online Instructions and Guidelines.

Instructions and Guidelines

1. What is social media

1.1 Tools and channels

Social media tools and channels are widely used in the community and increasingly within the APS including for internal use by Customs and Border Protection staff. Some of these include but are not limited to:

- Blogs – online journals updated regularly
- Forums – online discussions
- Twitter – microblogging with social networking application (limited to 140 characters)
- User comments and user generated content
- Wikis – editable websites updated by users
- Podcasting/Vodcasting – posting audio or video files to a website for download via subscription
- RSS – syndicated content
- Social networking sites such as Facebook, YouTube, LinkedIn, My Space and Flickr which allow for sharing and exchange of content.

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- Mash-ups – web service that pulls together data from different sources to create a new service or product.
- Virtual worlds such as Second Life – users can create an online identity to socialise with each other.

In addition, there are a number of other platforms and tools, especially mobile devices and applications, which are widely used and have potential applications for Customs and Border Protection. Policy should apply broadly to all corporately endorsed information irrespective of channel wherever possible. Communication and Media should be consulted for any exceptions. All usage must comply with Practice Statement PS2009/20 Acceptable use of the Customs and Border Protection Internet Services.

1.2 Access to blocked content

Access to many external sites from the Customs and Border Protection network is blocked under existing policy. Users requiring access to social media sites for official purposes should direct their request to IT Security.

2. Publishing content

Content is official information authorised for publication by Customs and Border Protection. As such Communication and Media is responsible for:

- Social media tools and channels, including external sites and platforms, that carry authorised Customs and Border Protection information will be treated as corporate channels. Content must be produced according to the accountability and publishing models outlined in the Online Content Governance Framework.
- 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.](#)
- External social media sites will represent the whole agency where practicable to ensure consistency and findability. Individual work areas will not establish separate sites unless authorised by Communication and Media.
- Content on external sites will link back to the Customs and Border Protection website where practicable.

3. Publishing comment

Comment is information published by a staff member for the purpose of providing discussion, advice, opinion or feedback. All comment published for general consumption on internal systems will be moderated.

- Using Customs and Border Protection resources for personal or non-official use of social media sites is not permitted.
- Customs and Border Protection staff using social media in an official capacity must:

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- For external use, declare the purpose of the communication and their position as a representative of the agency unless there are exceptional circumstances such as a potential threat to personal security
 - Avoid any statement or comment that might bring the agency, the government or the APS into disrepute
 - Be accurate and impartial and avoid any comment that could be interpreted as a political view
 - Do not commit the agency or the government to any action or initiative without appropriate authority
 - Do not disclose official information unless you are authorised to do so or unless it is already in the public domain
 - Be aware of laws covering libel, defamation, privacy and protection of intellectual property
 - Avoid the risk of liability for the agency by not providing recommendations or referrals for friends or associates
 - Ensure the terms and conditions of use do not conflict with the APS or agency policies
 - Avoid any statements that might be interpreted as advocating government policies or criticising the policies of other political parties or groups
 - Be aware that people online may mask their real identity
 - Protect personal information such as identity documents, drivers licence, banking and financial information from distribution in the public domain
 - Understand how to use privacy settings and preferences to restrict access to content
 - Obtain prior permission to use words, images or materials for online communication
 - Inform Communication and Media of proposed use of social media prior to going online
- Before using a social networking site, staff should ensure there is no conflict for the agency in complying with the owner's terms of service. Potentially, all content published on social networking sites becomes:
 - Public information freely available to those who access it
 - Information that can be used as source material for journalists and other interested parties
 - The property of the networking host
 - Staff using social media sites in an official capacity and who also use social media sites in an unofficial capacity must use separate official and unofficial profiles. This will make it easier to participate in social media by differentiating between your identity as a citizen and your identity as a public servant.
 - Staff who use social networking in their own time using their own resources must not record any information regarding their employment, including work email addresses, contact lists, work duties or any photographs of Customs and Border Protection staff at work-related functions and activities after hours or while away from home.

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4. OH&S considerations

- Staff should consider potential consequences for safety and security before listing any personal details relating to themselves, their colleagues and family members on the internet.
- Staff should be aware that using public social networking sites carries the risk of identity fraud and other threats which can result from providing personal information on such sites, specifically details such as age, address and employment details.

Related Policies and References

Practice Statements:

- Working with the Media
- Digital and Online Content Governance (draft)
- PS 2010/04 Procedures for determining breaches of the Code of Conduct
- PS2009/20 Acceptable use of the Customs and Border Protection Internet Services
- PS2011/35 Recordkeeping

Other Instructions & Guidelines

- Responsible Use of Online Social Media and Online Social Networking Services (draft)

Other policies

- [APSC Circular 2009/6: Protocols for Online Media Participation.](#)
- Privacy Act 1988(Commonwealth)
- Information Privacy Principles
- [AGIMO Guidelines for Ministerial and Departmental Websites](#)
- Engage: Getting on with Government 2.0 – Report of the Government 2.0 Taskforce
- Government Response to the Report of the Government 2.0 Taskforce

Key Roles and Responsibilities

Communication and Media

All new official channels will be established in consultation with Communication and Media which will:

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- develop policy, guidelines and training that allows web tools to communicate corporate messages to target audiences
- provide editorial advice
- have overarching visibility of all official social media communications
- conduct audits from time to time of all material on social media sites to ensure that laws are not breached by inappropriate material. Communication and Media may request that content considered inappropriate be removed and, in some cases, may remove certain content.
- Where practicable, unauthorised sites will be monitored regularly by Communication and Media to ensure that information posted on these sites does not contradict or undermine corporately endorsed information. Incorrect or misleading information on unauthorised websites should be corrected by an authorised content editor with access to the relevant website.

IT Security

IT Security manages access to internet services including requests to access web content that is deemed unacceptable for work purposes.

Consultation

Internal

(Note that if there are any OH&S implications, it is mandatory to consult with the Safety, Health and Wellbeing section of Staffing Branch)

The following internal stakeholders have been consulted in the development of these Instructions and Guidelines.

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External

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Approval

Approved on	(date)	(signature)
By	(name and position)	
Review Period	[Please nominate a review period - annually, biennially, 3 years]	

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