



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

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**SOCIAL MEDIA GUIDELINES**

The use of social media in an official capacity must be approved by Communication and Media and follow the Australian Public Service Commission's revised guidance on making public comment and participating online. [See APSC Circular 2009/6: Protocols for Online Media Participation.](#)

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.

All authorised social media content 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.

Social media channels 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 Digital and Online Content Governance Framework.

Social media sites will represent the whole agency where practicable to ensure consistency and findability.

Content on external sites will link to relevant content on the Customs and Border Protection website where practicable.