



## Frequently Asked Questions about Social Media

### **Can I comment on work from my area of FaHCSIA or work I am doing with another area of FaHCSIA?**

No, all official responses on behalf of the Department should **only** be made by the Communication and Media Branch.

### **What is the difference between official, professional and personal use?**

**Official** use is commenting as a Departmental official. An example is posting a factual answer to a blog comment incorrectly describing a FaHCSIA initiative and then, with the answer, providing a link to the correct information. This would normally be done by providing an introductory line establishing your position (e.g. I am the FaHCSIA officer responsible for this tender request) and using a profile linked to a FaHCSIA email address. **Only approved FaHCSIA social media spokespeople can do this.**

**Professional** use is when you are commenting personally but as an experienced person in your particular field. For example, an accountant working in FaHCSIA might want to leave a comment about an accounting issue, which is not related to government policy, on the CPA's blog.

**Personal** use is when you are commenting on a matter in neither of the above capacities, e.g. discussing the performance of your favourite football team. This would be done with a profile linked to a personal email address.

### **I already use Facebook and/or other social media sites but don't want to discuss work-related matters online. Do I need to change my existing social media profiles?**

No, as long as you don't make any comments on your existing profile that could be perceived to be official.

### **I have seen information about the Department which is incorrect, how can I get it changed?**

If you see any incorrect information you can request that Communication and Media Branch make a change or publish factual information through the [SocialMedia@fahcsia.gov.au](mailto:SocialMedia@fahcsia.gov.au) mailbox. This includes blogs, Wikipedia and Facebook.



## **I'm thinking about using online social media for a FaHCSIA-related issue. How do I do this?**

In the first instance you will need to contact your [Communication Account Manager](#).

Your requirements will be explored as part of an overall communication plan. This ensures the Department is using one voice and not sending conflicting or disjointed messages. The final decision about using social media must be approved by an SES manager before the Communication and Media Branch will endorse this action. You may not comment as a representative of the Department unless you are authorised to do so.

Matters that are subject to handling restrictions (IN-CONFIDENCE, etc) or that are classified as either non-national security or national security cannot be discussed or mentioned online.

You must exercise judgement based on adherence to the APS Code of Conduct and Values before posting details about your role at FaHCSIA or your personal life.

## **Can I comment on another agency's blog or a news website?**

Yes, but remember the distinction between your identity and views as a private citizen and your role as a FaHCSIA employee. You must not post information that could be interpreted as an official position or statement on behalf of the Department. Any official comments on other agency's blogs or websites are only to be posted by the Communication and Media Branch. If you are participating as a private citizen, remember the standard of behaviour expected of public servants.

## **Can I include FaHCSIA documents on my Facebook page?**

No. It's important your profile is clearly marked and not able to be perceived as an official source of Departmental information.

You can, however, include links to documents hosted on public FaHCSIA websites.

## **Will my use of Facebook or Twitter at work be monitored?**

Yes. Your access to and use of social media sites, like all internet access from work, is governed by [FaHCSIA's ICT Code of Conduct](#).

## **How does this affect me?**

Social media access introduces a cultural shift within the Department and over time will give staff the opportunity to engage with our stakeholders and communication initiatives online.

The new guidelines allow FaHCSIA employees to use social media websites during work hours but you are still expected to maintain the high standards of behaviour and conduct as outlined in the APS Values and Code of Conduct.

## **I am a manager, what do I need to know?**

There will be three phases to the Department's social media implementation strategy:

- phase one will focus on informing staff of the changes and allowing access to social media tools (but not allowing general staff to comment as a representative of FaHCSIA)
- phase two will provide mechanisms to consider social media tools as part of communications strategies, with some scope to engage in conversations within relevant guidelines
- phase three will include practical training and tools for staff to participate in social media discussions.

**Do I need my manager's approval to comment on a post or tweet?**

You will need permission from an SES manager before posting anything online which may be interpreted as an official statement or commitment from the Government or the Department.

**Remember the golden rule: if in doubt, always ask your manager first.**