



# WGEA Social Media Policy

19 December 2012

# Publication Details

<b>Document Reference</b>	WGEA-2012-PC01	<b>Version Number</b>	1.0
<b>Released for Publication by</b>		<b>Appointment</b>	WGEA Director
<b>Date</b>	19/12/2012		

# Amendment Details

<b>Version</b>	<b>Amendment Detail</b>	<b>Edited By</b>
1.0	Original	Partnerships & Communications

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## Part One – Introduction

### 1.1 Purpose

- This policy outlines what the Agency considers to be appropriate and inappropriate social media behaviour or conduct when employees make posts, comments, contributions or otherwise engage in or on social media platforms, either:
  - in a professional capacity, as a representative of the Agency
  - in a personal capacity in circumstances where:
    - They represent, or imply or infer, that they are associated with the Agency,
    - It is apparent from their post, comment or contribution that they have an association or connection with the Agency
    - Their post, comment or contribution is about or concerns the Agency or its employees.

### 1.2 References

- FaHCSIA Social Media Guidelines for FaHCSIA Employees ; 07/06/2012

### 1.3 Related Resources

- WGEA-2012-PC02 – Media Policy
- FaHCSIA video on social media responsibilities:  
[http://staffnet/cs/communication/Pages/social\\_media\\_guidelines\\_employees.aspx](http://staffnet/cs/communication/Pages/social_media_guidelines_employees.aspx)
- APS Circular 2012/1 - Revisions to the Commission's guidance on making public comment and participating online:  
<http://www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121>

### 1.4 Application

- This policy applies to all employees and contractors of the Agency (collectively, employees).

### 1.5 Definitions

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<b>The Agency</b>	The Workplace Gender Equality Agency
<b>APS Code of Conduct</b>	Outlines the requirements for behaviour of employees of the Australian Public Service. The APS Code of Conduct may be found in s13 of the <i>Public Service Act 1999 (Cth)</i> .
<b>APS Values</b>	The APS Values outline the principles of good public administration, and may be found in the <i>Public Service Act 1999 (Cth)</i> .

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Social media enables people to gather, to share or consume content in online communities.

- Social media includes digital, computerised or networked information and communications and involves interactive online tools through which information can be accessed or exchanged or content can be published.
- Examples include, but are not limited to:

## **Social Media**

- social networking sites (eg Facebook, LinkedIn, Yammer)
  - video and photo sharing websites (eg Flickr, YouTube)
  - blogs, including personal blogs
  - blogs hosted by media outlets (eg 'comments' or 'your say' feature on smh.com.au)
  - micro-blogging (eg Twitter)
  - wikis and online collaborations (eg Wikipedia)
  - forums, discussion boards and groups (eg Google groups, Whirlpool)
  - vodcasting and podcasting
  - online multiplayer gaming platforms (eg World of Warcraft, Second life)
  - geo-spatial tagging (eg Foursquare)
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## Part Two – Administration

### 2.1 Employee's Responsibilities

- When using social media, employees must comply with the relevant parts of the [APS circular 2012/1 Revisions to the Commission's guidance on making public comment and participating online](#), available at the link noted above.
- Employees should not use the Agency's equipment to access social media for personal use, unconnected to any work-related purpose, during working hours, except during break periods.
- In addition, when engaging in social media, employees should always:
  - remember that readers could include current stakeholders or other employees of the Agency, and consider that what they write might reflect on the Agency and how it might be perceived if read by people within or outside the Agency
  - be alert to potential defamation, copyright, discrimination and reputational issues
  - check that any post, comment or contribution that you make is accurate, truthful and without factual error
  - Comply with the law, this policy and any other applicable Agency policies.
- If you are unsure about anything in this policy or require clarification about appropriate and inappropriate behaviour on social media, please speak to the Communications Manager.

### 2.2 Use of Social Media for Professional Purposes

- Before an employee makes any post, comment, contribution or engages in or on social media platforms in any way in a professional capacity, they must seek authorisation to do so from the Agency's Communications Manager.
- Employees who are authorised to post, comment, contribute or engage in or on social media platforms in a professional capacity **must not**:
  - make comments that are disrespectful of the community in which they are interacting online
  - breach the Terms of Use of the relevant social media platform/website, or copyright, privacy, defamation, contempt of court, discrimination, harassment or other applicable laws, or any policies of the Agency
  - post confidential information about the Agency or any of its stakeholders
  - make disparaging comments or statements about the Agency or its employees
  - provide legal advice or opinion
  - express personal opinions on potentially controversial topics, including politics and religion
  - make an announcement about anything related to the Agency that is not already in the public domain without the authorisation of the Communications Manager
  - make comments or statements that attack or threaten another person in any online forum or demean, disparage, ridicule or insult another person based on, among other things, their age, gender, nationality, race, religion, sexual orientation or preference.

### 2.3 Social Media for Personal Use

- Where an employee posts, comments, contributes or otherwise engages in or on social media platforms in a personal capacity, they **must not**:
  - use their Agency email address or any Agency logos or insignia
  - state, imply or infer that they are authorised to speak on behalf of the Agency
  - use or disclose any confidential information or personal details obtained in their capacity as an employee of the Agency
  - make disparaging comments or statements about the Agency or its employees.