

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates February 2017

Communications Portfolio

Department of Communications and the Arts

Question No: 256(a)

Department of Communications and the Arts

Hansard Ref: Written, 14/03/2017

Topic: Social Media policy – Internal/External

Senator Urquhart, Anne asked:

Social Media policy - internal

1. Have there been any changes since May 2016 Budget Estimates to department/agency/GBE social media or protocols about staff access and usage of YouTube, online social media such as Facebook, MySpace and Twitter and access to online discussion forums and blogs? If yes, please explain and provide copies of any advice that has been issued.
2. Does the department/agency/GBE monitor usage of social media?
3. If yes, provide details of the usage (for example, details could include average hours per employee, hours when usage peaks)
4. If no, will the department/agency monitor usage in the future?
5. Does social media impact on employee productivity? Please provide details (details could include increased internet usage in general or increased internet usage in standard business hours)

Social Media policy – external

6. Have there been any changes since May 2016 Budget Estimates to department/agency/GBE social media policies and procedures about what is considered acceptable behaviour by social media users posting on the Department/agency social media pages? If yes, please provide dates, explain the changes and provide copies of any 1-5 advice that has been issued.

Answer:

1. No.
2. The Department captures logs of all user Internet activity, including the use of social media websites.
3. The Departments Internet usage reporting system does not provide a breakdown of usage as requested. To produce this report would represent an unreasonable diversion of resources.
4. Refer to question 3.
5. The Department does not monitor employee productivity based on internet usage statistics.
6. The Department published an updated version of the Social Media Public Policy on 22 September 2016 reflecting the transfer of the Stay Smart Online Program across to the Attorney-General's Department under Machinery of Government arrangements.

All references to Stay Smart Online accounts were removed from this policy. There is no advice in relation to 1-5 to provide.