

**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(I)**

**National Collecting Institutions**

**Hansard Ref: Written, 14/3/2017**

**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 advice that has been issued.

**Answer:**

**National Library of Australia**

1. The National Library of Australia issued the Internet Acceptable Use Policy on 10 May 2016. The policy provides guidance for Library staff in their professional and personal use of a range of Internet services, including social media. In regard to social media, the Policy states that staff must also familiarise themselves with the Social Media Policy PCY10/061 which was approved in August 2015 and is available on the Library website at [www.nla.gov.au/policy-and-planning/social-media](http://www.nla.gov.au/policy-and-planning/social-media).  
On 7 September 2016, the Information Technology Division delivered a presentation to Library staff providing guidance on using social media at work and at home, with reference to the Social Media Policy.
2. No.
3. Not applicable.
4. The Library has no plans to monitor employee usage of social media in the future.
5. The Library does not conduct any measurements in social media use by employees or Library patrons, from either a productivity or network/infrastructure utilisation perspective.
6. No.

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##### National Film and Sound Archive of Australia

1. NFSA has reviewed its Social Media Policy, including to ensure social media access and usage by staff reflects Australian Public Service Commission guidance, **APS Values and Code of Conduct in Practice** (February 2016). Once approved, the revised policy will be circulated to all staff. Changes between the existing and revised policies are minimal.
2. NFSA may monitor, log, collect and analyse the activities of staff in their usage of ICT resources and services. This occurs on an individual as-needs basis.
3. Not applicable.
4. Not applicable.
5. No impacts identified.
6. No.

##### National Portrait Gallery of Australia

1. No.
2. No.
3. Not applicable.
4. No. The National Portrait Gallery of Australia (NPGA) uses Social Media as part of everyday business and monitoring usage will be considered in the future if warranted. Staff do access social networking sites in the normal course of operations and it forms a key part of research.
5. Yes. Social Media is an enhancement to productivity in the NPGA's line of work. It allows the monitoring of trends and provides useful data on how the NPGA is performing. The use of social media assists the NPGA in delivery of its outcomes by engaging with the public. No increases in internet usage reported since May 2016 – usage remains steady.
6. No.

##### National Museum of Australia

1. Yes. The Museum revised its Social Media Policy in December 2016 to distinguish between Personal and Professional usage of social media. Professional use refers to staff providing expert input or commentary, without officially representing the Museum. In such cases staff are required to note that the views expressed are their own and do not represent the Museum. In regard to Personal use of social media, Museum staff are required to comply with the APS Code of Conduct and assume that they may be identifiable as Museum employees even if acting anonymously or using a pseudonym.
2. The Museum does not generally monitor staff use of social media. The Museum accepts that there will be some personal use of its IT resources beyond work requirements. The Museum's IT Acceptable Use Conditions state that personal use must not be excessive or to the point where it adversely affects the performance of duties
3. Not applicable.
4. The Museum does not have plans to introduce general monitoring of social media use. Monitoring may be conducted on a case by case basis where required, for example if a staff member is suspected of engaging in inappropriate or excessive social media use, in a manner which is inconsistent with either the APS Code of Conduct, the Museum's IT Acceptable Use Conditions, or the Museum's IT Security Policy. For case by case monitoring, metrics captured include sites visited and the amount of data transferred.

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5. Not generally. As indicated at Answer 4, above, there may be individual instances of inappropriate or excessive use, which are dealt with on a case by case basis.
6. Yes. In December 2016 the Museum approved Moderator Guidelines for Web and Social Media to support staff responsible for moderating online contributions by members of the public to the Museum's digital platforms. The Guidelines outline how to deal with content that does not comply with the Museum's website Conditions of Use, or the Museum's Social Media Community Standards. This includes material that may be offensive, threatening, defamatory or illegal, or content which may infringe intellectual property rights or interfere with privacy.

#### **National Gallery of Australia**

1. No.
2. No.
3. The NGA is trialling software that enables monitoring and audit of individual social media usage.
4. Yes.
5. No. The NGA's Social Media Policy discourages staff from using social media during work hours for non-work related matters.
6. No.

#### **Australian National Maritime Museum**

1. No.
2. Yes, by exception.
3. Total internet usage is monitored at the organisational level. Access to individual sites per user can be monitored as required. We do not routinely monitor social media usage by employees. Employee internet usage is monitored by exception.
4. No changes to monitoring are planned.
5. The museum does not routinely monitor the evidence base regarding employee productivity and social media usage.
6. No.

#### **Old Parliament House**

1. No.
2. No.
3. Not applicable.
4. Our IT shared services provider is currently investigating refining its web monitoring to include social media sites.
5. No.
6. Yes. The agency's Online House Rules were issued on OPH internet page on 14 February 2017. Advice issued is detailed below:

*House rules for online participation*

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*We're all about celebrating the spirit of Australian democracy and the power of your voice. That means we love having conversations about history, politics, social change and rights – meaningful, though sometimes prickly, topics.*

*It's important we provide a safe space for these tricky conversations, so we've created these house rules for online participation to ensure we're all on the same page. These rules cover participation on our website and across all our social media communities.*

1. *We'd love to see you sharing:*
  - a. *Your thoughts, ideas and questions about Australian history, politics, social change, rights and our democracy. We'll try to respond ASAP.*
  - b. *Your experiences of the museum, exhibitions, events and our collection – what you loved or what we could improve, our ears are open!*
  - c. *Photos and videos of the building, the museum and the fun things you did on your visit.*
2. *What we won't tolerate online:*
  - a. *hate speech, threats, or language that intimidates, discriminates or demeans another person, religion, race, cultural, ethnic group, gender, or ability*
  - b. *explicit language and images*
  - c. *private information about yourself or anyone else*
  - d. *allegations or accusations*
  - e. *attempts to sell or promote products, services or events.*
  - f. *If we see these kinds of posts on our platforms, we will:*
    - g. *hide or delete the post*
    - h. *report the post in accordance with platform rules*
    - i. *block user profiles if the negative posts continue.*
3. *These house rules cover participation on all Museum of Australian Democracy at Old Parliament House online platforms, including:*
  - a. *our website and microsites*
  - b. *professional sites (e.g. LinkedIn)*
  - c. *multimedia sites (e.g. YouTube, Flickr, and Steller)*
  - d. *travel websites where we administer the page (e.g. TripAdvisor).*

*If you have any questions about these house rules for online participation, send us an email at [website@moadoph.gov.au](mailto:website@moadoph.gov.au).*