

## Senate Finance and Public Administration Legislation Committee

### ANSWERS TO QUESTIONS ON NOTICE

Budget Estimates 26 May-6 June 2014

Prime Minister and Cabinet Portfolio

**Department/Agency:** Department of the Prime Minister and Cabinet

**Outcome/Program:** 1.1 Prime Minister and Cabinet

**Topic:** Social media - All Agency Indigenous Bodies

**Senator:** Senator the Hon Penny Wong

**Question reference number:** 295

**Type of Question:** Written

**Date set by the committee for the return of answer:** 11 July 2014

**Number of pages:** 14

**Question:**

Since 11 February 2014 has any guidance been provided to employees on the use of social media including, but not necessarily limited to, commentary on the Australian Government? Please provide a copy of any written guidance.

**Answer:**

Responses for the Indigenous Affairs agencies within the Prime Minister and Cabinet portfolio are provided below:

Portfolio Agency	Answer
Aboriginal Hostels Limited	No. Note: Written advice was sent to all AHL staff by CEO in October 2013 regarding changes to APS Values and use of social media.
Anindilyakwa Land Council	No
Central Land Council	No
Indigenous Business Australia	Yes. Media and Social Media Protocol attached.
Indigenous Land Corporation	No
Northern Land Council	Information not provided in the timeframe requested
Outback Stores Pty Ltd	No
Tiwi Land Council	No written guidance has been provided to employees. Only verbal.
Torres Strait Regional Authority	Yes. Social Media Policy attached.
Wreck Bay Aboriginal Community Council	No

# Torres Strait Regional Authority Social Media Policy

Application	All Torres Strait Regional Authority employees, contractors and any other person who is authorised to use the Torres Strait Regional Authority Information Resources.		
Policy statement	<p>Torres Strait Regional Authority recognises its moral and legal responsibility to provide a safe and healthy work environment for employees and contractors. The TSRA recognises that you may wish to use social media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.</p> <p>The TSRA expects that when employees access social media websites it does not interfere with the TSRA's ability to carry out its functions and employees use good judgment about what material appears online, and in what context. Employees should recognise the potential for damage to the TSRA in circumstances when you can be identified as a TSRA employee by your personal use of social media websites.</p>		
Related documents	<p>APS Values and Code of Conduct Policy          TSRA Enterprise Agreement 2011-2014          Acceptable use of the TSRA's Information and Information Resources policy</p>		
Date of issue	14 February 2014	Date of review	14 February 2015
Custodian	Information and Communication Technology		
Version	1	Intranet reference	DOC14/001542
Authority	<p><b>The electronic version published on the intranet is the only authorised copy.</b>          This corporate policy is issued under the authority of the Chief Executive Officer of Torres Strait Regional Authority (TSRA) and must be followed by all employees, both ongoing and non-ongoing. This corporate policy forms a reasonable and lawful direction for the purposes of sub-section 13(5) of the Public Service Act 1999 and must be adhered to by all TSRA employees.</p>		

**Approval**

Signed and authorised by:



Effective Date:

18, 2, 2014

~~Wayne See Kee~~

Chief Executive Officer

Torres Strait Regional Authority




## 1. Application

This policy applies to all Torres Strait Regional Authority (TSRA) employees, contractors and any other person who is authorised to use the Torres Strait Regional Authority Information Resources.

The accompanying procedure to this policy is "TSRA Social Media Procedures". The procedure is attached to this policy as 'Attachment One'.

## 2. Definition

### Social media

Social media are emerging media which allow people to discuss and share information online.

Tools which aid this interaction can include:

- blogs – opinion articles and information that are regularly updated and commented on by others;
- wikis – web pages allowing users to collaborate and extend information by adding, removing and editing content collectively, such as Wikipedia;
- podcasting – created by posting an audio file to a website which can then be downloaded via subscription;
- RSS (Really Simple Syndication) – allows users to receive updated information from websites, blogs or podcasts without having to regularly visit the original site; and,
- tagging – keyword classification of content carried out by users which yields more relevant and useful search results.

Social networking sites such as Facebook, LinkedIn, My Space and Twitter provide a combination of tools designed to help people connect and share information with each other.

### Official use of social media

Official use is when you are using social media as a person who is authorised to use the Torres Strait Regional Authority Information Resources to comment on any aspect of TSRA business or government policy. This includes all activities which could reasonably be interpreted as work-related. Any activity involving the posting of information or making comment to a social media site is classed as Official Use.

### Work related use of social media

Work related use is when you are required to access social media sites as part of your TSRA work. Commenting or posting information is not permitted. For example, you may be required to view a YouTube video as part of work related training.

### Personal use of social media

Personal use of social media is defined as individual or private use, using your own personal social media accounts and where you are not commenting as an authorised officer of the TSRA.

### **3. Policy**

#### **Official use of social media**

No official use of social media is permitted unless directly authorised by the TSRA Chief Executive Officer or his delegate.

#### **Work related use of social media**

Work related use of social media using TSRA information resources shall be permitted providing that it does not interfere with the TSRA's ability to perform its function.

#### **Providing work related use of social media**

The selection of appropriate work related social media is the responsibility of supervisor (only Executive Level 1 Officers or above). When work related social media is selected for work use, only direct links to the original material are to be distributed, (ie the file is not to be downloaded to a TSRA computer for further distribution). The supervisor is responsible for reviewing the material in full to ensure that it does not contain offensive or discriminatory material. This review must be completed prior to each distribution of the material. When a specific piece of social media will be used over an extended period (such as a link included in training materials), it must be regularly reviewed.

#### **Personal use of social media**

The TSRA provides access to the Internet, including social media to facilitate the conduct of its business. Reasonable minimum personal use of social media using TSRA information resources shall be permitted during work breaks providing that it does not interfere with the normal duties of staff, or the TSRA's ability to perform its function.

All users of TSRA's information resources are advised that any posting to or comments on social media that originate from the TSRA's information resources remain in the possession, control and ownership of the TSRA and may be monitored or released to authorised third parties.

#### **Monitoring**

The TSRA's Information Services Manager may inspect social media activities if:

1. There are substantiated reasons to believe that violation of the law and/or this policy has taken place.
2. A bona fide complaint in relation to misuse of social media is received.

In extreme or urgent cases the TSRA's Information Services Manager may block, monitor, log, track or disclose social media activities. The TSRA's Information Services Manager will then have the Chief Executive Officer or his or her delegate review the decision and/or the complaint.

In other cases, the TSRA's Information Services Manager, may disclose social media activities to the Chief Executive Officer. The Chief Executive Officer may then direct the TSRA's Information Services Manager to block, monitor, log, track or disclose social media activities.

Social media activities may be disclosed to your supervisor, the Manager of Human Resources, the Chief Executive Officer or other people at the discretion of the Chief Executive Officer. Social media activities will be disclosed as required by law.

## Torres Strait Regional Authority Social Media Policy

Any breach of this policy may result in disciplinary action at the discretion of the Chief Executive Officer.

### **Identifying inappropriate use**

If you notice inappropriate or unlawful content online relating to the TSRA, or content that may otherwise have been published in breach of this policy, you should, in first instance report the circumstances to your supervisor.

Supervisors who receive a complaint from a staff member or contractor regarding social media will refer the social media content of the complaint to the TSRA's Information Services Manager and contact Human Resources on the appropriate way to manage the complaint.

## **4. References**

Social Media Guidelines for FaHCSIA employees  
FaHCSIA ICT Code of Conduct  
Social Media 101: A beginner's guide for Finance employees  
ACT Government Social Media Policy Guidelines  
Victorian Department of Justice Social Media Policy

-- POLICY ENDS --

**Attachment one**

# **TSRA Social Media Procedures**

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## 1. Legislation and policies

The use of social media websites by public servants is governed by the APS Values and Code of Conduct.

Social media sites (e.g. Facebook and Twitter) can only be used in accordance with the *Acceptable use of the TSRA's Information and Information Resources* policy.

TSRA staff must also comply with the following relevant legislation:

- *Public Service Act 1999;*
- *Public Service Commissioner's Directions;*
- *Human Rights and Equal Opportunity Commission Act 1986;*
- *Racial Discrimination Act 1975;*
- *Sex Discrimination Act 1984;*
- *Disability Discrimination Act 1992;*
- *Privacy Act 1988;*
- *Crimes Act 1914;* and,
- *Freedom of Information Act 1982.*

## 2. Expectations

Torres Strait Regional Authority (TSRA) employees are expected to maintain the same high standards of conduct and behaviour online as would be required elsewhere.

This includes:

- being apolitical, impartial and professional;
- behaving with respect, courtesy, and integrity;
- dealing appropriately with information, recognising that some information needs to remain confidential;
- being sensitive to the diversity of the Australian public;
- taking reasonable steps to avoid conflicts of interest;
- making proper use of Commonwealth resources; and,
- upholding the values, integrity and good reputation of the APS.

## 3. Risks and privacy

TSRA staff should be aware that using public social networking sites, blogs, video portals or wikis carries the risk of identity fraud and other threats which can result from providing personal information on such sites, specifically details such as age, address and employment details.

Social engineering, "the act of manipulating people into performing actions or divulging confidential information", predates social media and the Internet. With a bit of knowledge and a little bit of information, a good social engineer can gain access to confidential or personal information with relative ease.

## TSRA Social Media Procedures

Social media makes it very easy to share information with others. While convenience is their selling point, it also means you need to be more alert when accessing these sites.

- **check your account and privacy settings** – make sure you know who can access any postings you make before you post them. You should also check that you are not revealing more personal information about yourself than is necessary.
- **review your posts** – ensure you check your comments before publishing to ensure you have not revealed any inappropriate material.
- **consider any "Friends" requests carefully** – think carefully before adding people you do not know to your social networking page. You don't want to reveal more information than you should or end up with inappropriate comments from others on your professional profile.

### 4. TSRA official social media

The creation of any TSRA social media accounts must be authorised by the TSRA Chairperson.

### 5. Responsibilities when using social media

You are personally responsible for the content you publish in a personal capacity on any form of social media. When in doubt, you should seek guidance from your supervisor on how to comply with this policy.

You must:

1. comply with the Acceptable use of the TSRA's Information and Information Resources policy and all relevant TSRA policies;
2. ensure the social media site you're using does not conflict with the APS Values or TSRA policies;
3. only disclose and discuss publicly available information;
4. be accurate, impartial and avoid any comment that may be interpreted as a political view;
5. be polite and respectful to all people you interact with;
6. adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the department's Personal Information Policy;
7. be aware of privacy settings and preferences which can restrict access to your personal details; and,
8. always get permission to use words, images or materials online that you do not own.

### 6. Actions not allowed when using social media

When using social media you must not:

1. make any statement or comment that may bring the TSRA, Government or the APS into disrepute;
2. make any statements which may be interpreted as advocating Government policies or criticising the policies of other political parties or groups;
3. commit the TSRA or the Government to any action or initiative through the use of social media;
4. disclose official information unless you are authorised to do so or if it's already in the public domain; or,



## TSRA Social Media Procedures

5. use a work email address when registering for an account with a social media website.

### **7. Work related social media**

Work related use of social media using TSRA information resources shall be permitted providing that it does not interfere with the TSRA's ability to perform its function.

You should only access the social media that has been provided. You should not open recommended or suggested social media as part of your duties. You should not provide feedback or make comments using the social media.

If you find the social media to be offensive or discriminatory you must report the material to your manager. You may flag or report the material to the social media site.

Access to social media sites is provided by TSRA in accordance with the *Acceptable use of the TSRA's Information and Information Resources policy*.

Examples of **unacceptable** personal or professional use of social media includes

- any use that violates Commonwealth or State law; or,
- any posting or sending any material; or,
- any use that exceeds reasonable limited use.

Examples of **acceptable** use include:

- viewing a video as part of training; or,
- copying a Wikipedia page on meaning of industry standard terms for personal reference.

### **8. Providing social media to TSRA staff**

As social media content changes, searching for specific social media may inadvertently provide results that are offensive or discriminatory.

When providing work related social media to staff, only direct links to the original material are to be distributed, (ie the file is not to be downloaded to a TSRA computer for further distribution). You must review the social media in full to ensure it does not contain any offensive or discriminatory material.

If you are below an Executive Level 1, all links to social media must be approved and are the responsibility of a supervisor Executive Level 1 Officers or above. The Executive Level 1 Officers or above must review the material in full to ensure it does not contain any offensive or discriminatory material before it is distributed to staff.

When a specific piece of social media may be used over an extended period, it must be regularly reviewed. For example: including social material in training materials that may be used over many months, the social media content should be reviewed regularly and before any training is conducted in case the content has changed.

## 9. Accessing social media at work

Reasonable limited personal use of social media shall be permitted during work breaks providing that it does not interfere with the normal duties of its staff, or the TSRA's ability to perform its function.

Access to social media sites is provided by TSRA in accordance with the *Acceptable use of the TSRA's Information and Information Resources policy*.

Examples of **unacceptable** personal or professional use of social media includes

- any use that violates Commonwealth or State law;
- any use that exceeds reasonable limited use; and,
- any posting or sending of:
  - unsolicited commercial announcements or advertising material;
  - material that may defame, libel, abuse, embarrass, tarnish, present a bad image of, or portray in false light, the TSRA, the recipient, the sender, or any other person;
  - pornographic, racist or offensive material, chain letters, unauthorised mass mailings, or malicious code, and any material of a political or religious/sectarian nature.

Examples of **acceptable** use include:

- engaging as an individual citizen in community debates which do not cross-over into your areas of policy responsibility or matters unrelated to your official duties;
- commenting personally but as an experienced person in your particular field; and,
- updating Facebook status and posting messages during a lunch break.

**Personal use is only allowed during work breaks and if it is incidental to formal duties and all relevant policies, procedures and guidelines are followed.**

## 10. Frequently Asked Questions

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

No, all official communications on behalf of the TSRA should only be made in accordance with this policy after clearance by the TSRA Chairperson or his delegate.

**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.

**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 TSRA employee. You must not post information that could be interpreted as an official position or statement on behalf of the TSRA. If you are participating as a private citizen, remember the standard of behaviour expected of public servants.

**Can I include TSRA documents on my Facebook page?**

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

You can, however, include links to documents hosted on public TSRA 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 *Acceptable use of the TSRA's Information and Information Resources policy*.

**Under what circumstances would the TSRA release my social media content to a third party**

As part of any investigation into a breach of the APS Code of Conduct or if a crime had been committed or if required by law to the release the information.

**How does this affect me?**

The new guidelines allow TSRA employees to use social media websites using TSRA information resources but you are still expected to maintain the high standards of behaviour and conduct as outlined in the APS Values and Code of Conduct.

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

<b>Title</b>	<b>Media and Social Media Protocol</b>		<b>CEI</b>	<b>9</b>	
<b>Owner</b>	General Manager – Corporate		<b>File Reference</b>	09/283	
<b>Version</b>	3.1	<b>Approved</b>	15 April 2014	<b>Review</b>	Dec 2016

## 1. OBJECTIVES AND SCOPE

- Part A regulates IBA’s interaction with traditional forms of media
- Part B regulates IBA’s interaction with social media.

## 2. RELATED LEGISLATIVE AND GOVERNMENT POLICY REQUIREMENTS

*Aboriginal and Torres Strait Islander Act 2005 (Cth)*  
*Privacy Act 1988 (Cth)*

### PART A – IBA AND TRADITIONAL MEDIA OUTLETS

## 3. ROLES AND RESPONSIBILITIES

<b>Position</b>	<b>Role and or Responsibility</b>
IBA Board Chair ( <b>Chair</b> ), Chief Executive Officer ( <b>CEO</b> ) and Chief Operating Officer ( <b>COO</b> )	Approves media statements (verbal & written)
The Chair, IBA Directors (on approval from the Chair), CEO and COO	May speak to the media on behalf of IBA
Public Relations ( <b>PR</b> ) Coordinator	Liaises with media on behalf of IBA and provides media statements for approval

## 4. INSTRUCTIONS

### 4.1. General

- 4.1.1. Employees, consultants, and contractors must not liaise with the media or make any representations to the media relating to IBA without the consent of the Chair, CEO or COO.
- 4.1.2. The Chair, CEO or COO may authorise an IBA employee to speak to the media. Such approval is to include specific time and subject matter limits.
- 4.1.3. The Chair, an IBA Director (on approval of the Chair), the CEO or the COO may speak to the media on matters associated with IBA.

### 4.2. Media Contact Procedure

- 4.2.1. Should an employee, consultant, or contractor be contacted by the media, the following procedure must be followed:
  - do not offer views or comment regarding IBA;
  - advise that any request will be referred to IBA’s PR Coordinator;
  - note the media representative’s name and contact details, the name of the company, what information they are seeking and in what timeframe; and
  - advise the PR Coordinator immediately and provide the above information.

**4.3. Media Statements**

- 4.3.1. Only the Chair, IBA Directors (on approval from the Chair), CEO or COO, or their nominated representative, may approve media statements on topics or issues relating to IBA.
- 4.3.2. Media statements drafted by an IBA Branch must be endorsed by the General Manager of that IBA Branch, and submitted to the CEO or COO.
- 4.3.3. Written statements must not mention a Minister without prior consultation with the relevant Minister’s Media Liaison Officer.
- 4.3.4. Verbal statements must only be made by the Chair, IBA Directors (on approval from the Chair), CEO, COO, or their representative. The PR Coordinator will coordinate this process.

**4.4. Cultural sensitivity**

- 4.4.1. Care should be taken not to release the names or image of recently deceased Indigenous persons. If in doubt a family member should be consulted.

**PART B – IBA AND SOCIAL MEDIA**

**5. RESPONSIBILITIES**

Position	Responsibility
IBA Board Chair ( <b>Chair</b> ), Chief Executive Officer ( <b>CEO</b> ) and Chief Operating Officer ( <b>COO</b> )	Approves official IBA social media statements
IBA General Managers ( <b>GM</b> )	Approves official IBA social media content
Online Community Managers ( <b>OCM</b> )	Contributes official IBA social media content on behalf of IBA

**6. INSTRUCTIONS**

**6.1. General**

- 6.1.1. Employees, consultants and contractors must not make official IBA social media statements without the consent of the Chair, CEO or COO.
- 6.1.2. The Chair, CEO or COO may authorise an IBA employee, consultant or contractor to make an official IBA social media statement. Such approval is to include specific subject matter limits.
- 6.1.3. The Chair, an IBA Director (on approval of the Chair), CEO or COO may make official IBA social media statements.

**6.2. Personal Representation on Social Media**

- 6.2.1. IBA employees, contractors and consultants, like other members of the community, have the right to freedom of expression, but this is subject to the public maintaining its confidence in IBA to deliver services fairly, effectively, impartially and courteously.
- 6.2.2. IBA employees, contractors and consultants, may offer personal or unofficial IBA media statements or views regarding IBA, provided they ensure the maintenance of that public confidence, including observance of the restrictions of any relevant Chief Executive Instruction (including CEI 05) and that their personal or unofficial IBA social media statement or view cannot in any way be interpreted as an official IBA social media statement.

6.2.3. The making of a personal or unofficial IBA social media statement which does, or would reasonably be expected to adversely affect community confidence in IBA may be reviewed for compliance with the IBA Code of Conduct.

**6.3. Official IBA Social Media Content**

6.3.1. Each GM can approve official IBA social media content.

6.3.2. The OCM can post approved official IBA social media content or reworked versions of previously approved official IBA social media content

**6.4. Cultural sensitivity**

6.4.1. Care should be taken not to release the names or image of recently deceased Indigenous persons. If in doubt a family member should be consulted.

**DEFINITIONS**

<b>Media</b>	Media includes all printed and electronic media including but not limited to newspapers, television, radio and the internet.
<b>Social Media</b>	<p>Social Media is an emerging media format which allows people to discuss and share information via the internet.</p> <p>Social Media tools which aid this form of emerging media interaction can include:</p> <ul style="list-style-type: none"> <li>• blogs – opinion article and information that are regularly updated and commented on by others</li> <li>• wikis – web pages allowing users to collaborate and extend information by adding, removing and editing content collectively</li> <li>• podcasting – created by posting an audio file to a website which can then be downloaded via subscription</li> <li>• RSS (Really Simple Syndication) – allows users to receive updated information from websites, blogs or podcasts without having to regularly visit the original site</li> <li>• tagging – the keyword classification of content carried out by users which yield more relevant and useful search results; and</li> <li>• social networking sites and organisations such as Facebook, LinkedIn, My Space and Twitter provide a combination of tools designed to help people connect and share information with each other.</li> </ul>
<b>Official IBA social media statements</b>	Social media statements representing the official IBA view.
<b>Official IBA social media content</b>	Social media contributions, comments and interactions representing the official IBA view.

**REFERENCES**

- IBA Media Release Template
- Procedure on Disclosure of IBA Information for Promotional and Publicity Purposes
- IBA Publicity Consent Form