

Personal use of social media

WHAT YOU MUST KNOW

The line between our public and private lives is not always clear cut, particularly in online social networks. Inappropriate use of social media can have serious consequences.

Your role as a DPAC employee can create an association between what you say online and the department itself. Your behaviour - both in and out of the workplace - must be consistent with your responsibilities under the principles of the *State Service Act 2000*, the State Service Code of Conduct, DPAC values and DPAC Social Media Policy – Personal Use.

What are the rules?

When using a personal or business social media account, DPAC employees should:

- act lawfully (such as copyright compliance);
- behave in a way that does not adversely affect the integrity and good reputation of the State Service;
- not defame individuals or organisations;
- not imply DPAC endorsement of personal views;
- not disclose, without authorisation, confidential information; and
- not comment or express beliefs supporting violence, including violence against women.

What is 'professional' vs 'personal' use?

- *Professional Use* is use of social media as part of staff duties on behalf of the Department.
- *Personal Use* is use of social media in any context which is outside a staff member's professional duties. This includes personal use of social media at work.

What you should do:

- Know and follow relevant DPAC policies including the State Service Code of Conduct
- Be aware the general public consider us 'the voice' of the department 24/7
- Consider what you say before you say it – it'll be on the web for a long time and often for the world to see
- Respect privacy and respect copyright
- Don't discuss confidential or classified material. If in doubt, seek advice from your manager.
- Make sure your personal online activities don't interfere with your job performance.
- Avoid association with individuals, activities or social media groups that may damage the reputation of the DPAC. Please note, any association with employee organisation groups do not fall into this category.

What happens if this policy is breached?

Where an employee becomes aware of inappropriate or unlawful social media content that relates to the Department or content that may otherwise have been published in breach of the policy, the situation and circumstances should be raised with their Manager and/or Human Resources (HR) in the first instance. If it is identified that the social media activity raises a potential breach, the allegations will be forwarded to the HoA where appropriate via the Manager HR.

What you post or share can ultimately have consequences for you. Failure to abide by these guidelines may result in disciplinary action under the Code of Conduct, up to and including termination.

Frequently asked questions – for the answers, click here.

- What are some good rules of thumb to apply?
- What are some examples of failing to adhere to the Code of Conduct on social media?
- Can I access social media at work for personal use?
- Can I like or follow politicians or political parties?
- Can I access social media at work for work purposes, for example, looking up the Facebook page of an organisation I'm working with?
- Can I comment on Government policy?
- What about political views, am I free to express mine on social media?
- It is my personal social media account - why is DPAC concerned about what I am posting?
- What happens to the information I post on social media?

Who do I contact if I have more questions?

If you have any further questions or require further clarification in regards to Social Media - Personal Use, you can speak to your Manager, or alternatively contact hr@dpac.tas.gov.au.

For more information:

[State Service Act 2000](#)

[Employment Direction No. 2](#)

[Employment Direction No. 5](#)

[Employment Direction No. 12](#)

[DPAC Electronics Communications Usage Policy \(Sept 2011\)](#)

[Social Media Policy – Professional Use](#)

[Social Media Policy – Personal Use](#)

[Social Media Procedures and Guidelines – Personal Use](#)

[Social Media FAQs – Personal Use](#)

[DPAC Values](#)