

SOCIAL MEDIA PROCEDURE AND GUIDELINES – PERSONAL USE

DEPARTMENT OF PREMIER AND CABINET / JULY 2016



Social Media Procedure and Guidelines

Procedure history

Approver	Secretary
Date	25 July 2016
Commencement Date	25 July 2016

Document control

RM Reference: 16/58097	Version No:
Published on	25 July 2016
Review date	25 July 2018

Document revision

Version	Date	Who	What
0.1	13/07/2016	Cara Robinson	Draft for consultation
0.2	20/07/2016	Cara Robinson	Updated draft for Executive approval
1.0	25/07/2016	Cara Robinson	Final
1.1	27/09/2016	Cara Robinson	Updated draft for Secretary approval
2.0	05/10/2016	Cara Robinson	Final - CPSU feedback incorporated

Accountability and Values

Alignment with DPAC Values	Excellence, customer-focused, working together, being professional.
Applies to: Supervisors/All Staff	Supervisors/All Staff
Implementation Officer	Deputy Secretary (Corporate and Governance)
Compliance Officer	Deputy Secretary (Corporate and Governance)
Criticality: (High/Medium/Low)	Medium

Governing policy

These procedures and guidelines relate to the Social Media Policy – Personal Use.

Applies to

These procedures and guidelines apply to all employees, including Senior Executive officers, of the Department of Premier and Cabinet (DPAC).

Procedure

As an employee of DPAC, 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 and DPAC Social Media Policy – Personal Use.

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 Social Media Policy - Personal Use, the situation and circumstances should be raised with their Manager and/or Human Resources (HR) in the first instance.

Actions that support the policy's implementation to ensure compliance:

Step	Action	Who
1	Situation and circumstances of potential breach raised with the employee's Manager.	Employee / Member of the public
3	Discussion with employee and identification of potential mitigating factors or options for remediation.	Employee's Manager Employee
3	Identify whether the social media activity raises a potential breach of the <i>State Service Act 2000</i> , the State Service Code of Conduct or DPAC Social Media Policy – Personal Use. (advice from HR may be required)	Employee's Manager
3	Forward allegations of a potential breach of the Code of Conduct, Act or policy to the Head of Agency (HoA) / Secretary where appropriate via the Manager HR.	Employee's Manager Manager HR
5	Formal procedural action in accordance with the <i>State Service Act 2000</i> and Employment Directions will be actioned by the HoA where appropriate.	HoA

If you are unsure about any of these steps, or require further information, please contact your Senior HR Consultant.

Guidelines for Employees

In order to ensure your use of social media is consistent with your obligations as a State Service employee:

Know and follow relevant DPAC policies including the State Service Code of Conduct:

- o 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.

Be aware the general public consider us ‘the voice’ of the department 24/7:

- o The lines between your personal and professional lives are blurred in online social networks; as are what might be considered ‘public’ versus ‘private’ boundaries.
- o Your role with the department can create an association between what you say online and the department itself.
- o Represent the department appropriately and be sure that any content you publish that could be associated with your departmental role is consistent with your work and our professional standards and values.

Consider what you say before you say it – it’ll be on the web for a long time:

- o Remember whatever you publish on your personal account is yours and can have consequences for you personally. Your comments are often public for the world to see.

Respect privacy and respect copyright:

- o It is critical that you show the proper respect for privacy and copyright laws. This includes fair use of copyrighted materials owned by others, including user-generated content.

Don’t discuss confidential or classified material:

- o In your efforts to be transparent, only publish information that can be made public.
- o If you are in doubt about whether information can be made public, seek advice from your manager.

Make sure your personal online activities don’t interfere with your job performance:

- o Be mindful of personal time spent on social media at work. You’re at work to work.
- o For more guidance on personal online activities, access the [Electronic Communication Usage Policy](#).

Association with some online groups or individuals could be seen as endorsement of their views. Association with individuals, activities or social media groups that may damage the reputation of the DPAC should be avoided. Please note, any association with employee organisation groups do not fall into this category.

Guidelines for Supervisors/Managers

- Discuss the potential breach of the Code of Conduct or policy with the employee and identify any mitigating factors or options for remediation.
- Identify whether the social media activity raises a potential breach. You may wish to seek advice from the Manager HR.
- If there is a likely breach, forward allegations to the HoA where appropriate via the Manager HR.

Some examples of failure to adhere to the Code of Conduct in a social media setting include:

- making derogatory, sexist or obscene posts about a colleague, manager or workplace on Facebook;
- tweeting/posting comments or memes inciting or promoting violence against women;
- disclosing non-publicly available information in a public forum, for example about delays in evaluating a tender process; or
- using Instagram to post inappropriate photos from a work Christmas function.

Related documents

[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 – Personal Use](#)

[DPAC Values](#)

Implementation Officer

For more information, please contact Human Resources via hr@dpac.tas.gov.au or Corporate and Governance on 6270 5482.