

# SOCIAL MEDIA POLICY – PERSONAL USE

DEPARTMENT OF PREMIER AND CABINET/ JULY 2016



## Policy history

Approver	Secretary
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## Document control

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## 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	5/10/2016	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
Implementation Officer	Deputy Secretary (Corporate and Governance)
Compliance Officer	Deputy Secretary (Corporate and Governance)
Criticality: (High/Medium/Low)	Medium

# Social Media Policy – Personal Use

## Summary

This policy provides employees of the Department of Premier and Cabinet (DPAC) with guidance on the responsible personal use of social media, so they feel empowered to participate, while remaining mindful of their responsibilities to their employer.

This policy should be read in conjunction with the *Social Media Policy – Professional Use* which covers the use of non-Tasmanian Government websites for hosting Departmental content; and employees using social media in the course of their employment.

This Policy is supported by the *Social Media Procedure and Guidelines – Personal Use*.

## Applies to

This Policy applies to all employees, including Senior Executive officers of DPAC.

## Policy statement

DPAC employees should ensure they are mindful of their responsibilities under the *State Service Act 2000*, the State Service Code of Conduct and DPAC's Values when using social media, for both professional and personal purposes. This includes the need to:

- 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.

## Definitions

**Social media** refers to various online tools that enable users to contribute content and share information and resources. It includes blogs, wikis, discussion forums and social networking sites.

Social media is different from traditional media channels as it allows for two-way communication between the owners of the content and their audience.

Social media messages often make use of multimedia such as text, audio, video and images.

**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.

## Roles and responsibilities

### Head of Agency (HoA) / Secretary

- ensure the implementation of, and compliance with, the Policy as per the Corporate Policies Interpretation Policy (RM 13/45704); and
- the HoA is also responsible for determining when a breach requires procedural action in accordance with the *State Service Act 2000* and Employment Directions.

### Divisional Directors and Deputy Secretaries

- support the implementation of, and compliance with, the Policy.

### Human Resources (HR)

- promote awareness of this Policy and the accompanying Procedure and Guideline;
- investigate complaints about alleged breaches of the policy and recommend course of action; and
- ensure up-to-date material relating to the Policy is available on ipac for reference.

### Managers / Supervisors

- encourage team members to use personal social media responsibly;
- provide support and resources as required; and
- where a social media interaction is identified as a potential breach of this policy or the State Service Code of Conduct, Managers should ensure Human Resources and/or HoA are informed of the situation.

### Employees

- the State Service Code of Conduct defines standards of behaviour and conduct that apply to all employees. Use of email, the internet and social media must be in accordance with Section 9 of the State Service Code of Conduct and *Employment Direction no 12: Internet and Email Use by State Service Officers and Employees*;
- are accountable for their private actions that may have a bearing on the Department, State Service or their standing as a public official; and
- can identify potential breaches. If a potential breach is identified employees should raise the matter with their manager or Human Resources in the first instance.

## 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 Procedure and Guidelines – Personal Use](#)

[DPAC Values](#)