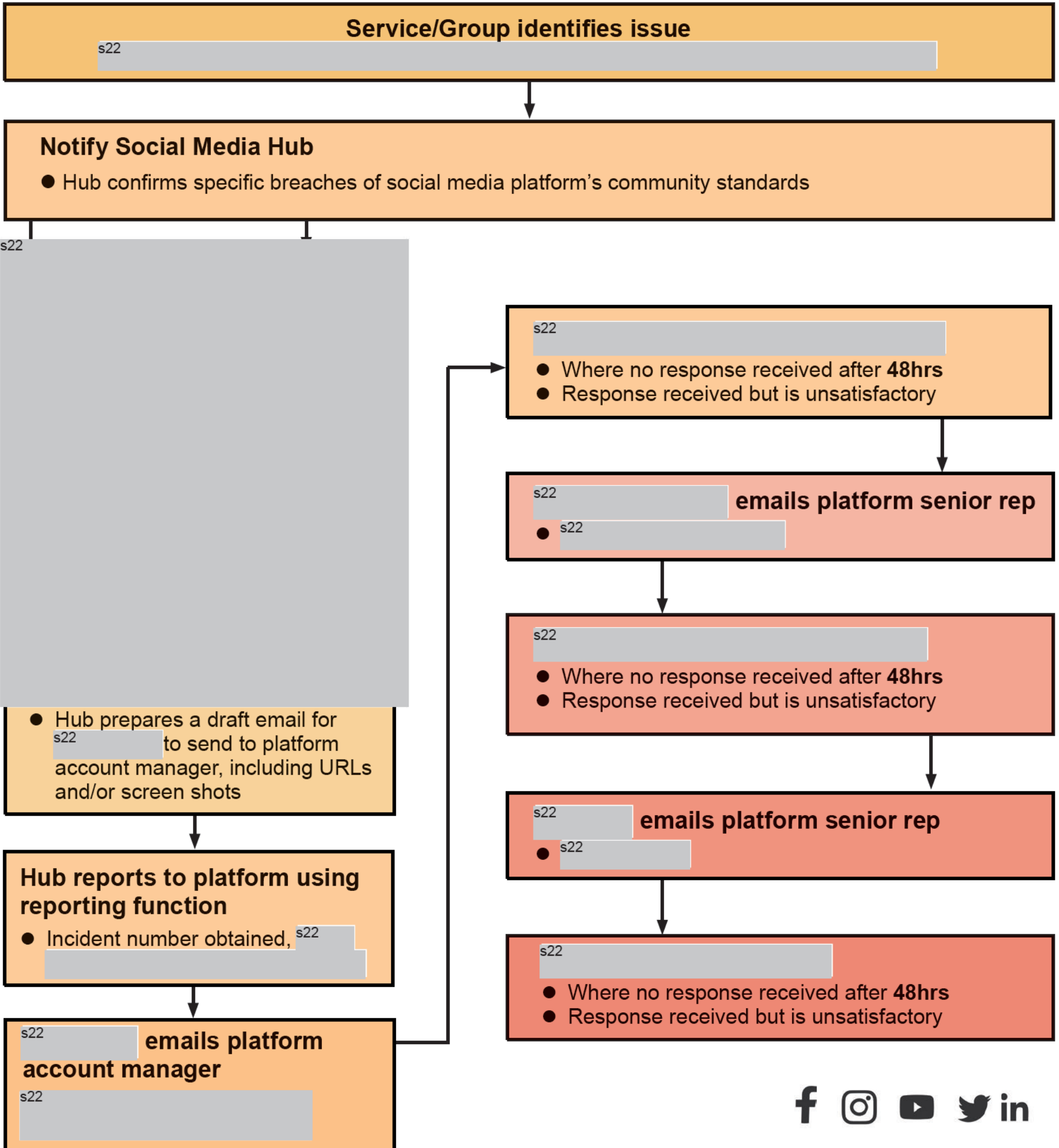


REPORTING OF OFFENSIVE CONTENT Escalation Process

- This flow chart covers the escalation process for **Priority 1** requests for social media platforms to remove offensive content or accounts.
- **Priority 1** matters involve: serious reputational damage, extreme violence, security breaches, threats, sexual misconduct, fear for safety and fraud.



STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

Reporting offensive profiles content

Task: Reporting offensive third party content through respective platforms s22

Last revised (date): 19/06/2020

SOP Ref.: #

Purpose: Reporting, for the purpose of removing, offensive third party content on unofficial social media pages through both the platform s22 for each platform.

Scope: These standard operating procedures are to be used in conjunction with the relevant Defence social media policies including but not limited to the Media and Communication Policy and the Social Media Playbook.

s22

- Access to administrative Defence social media accounts on all platforms

s22

Responsibility:

- To ensure all identified and reported offensive third party content is reported and removed as quickly as possible from the respective social media platforms.

s22

Frequency: As required

Timing: As required

Information and access requirements:

s22

- Access to administrative Defence social media accounts on all platforms

s22

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

PROCESS STEPS

s22

s22

Before the process

can proceed, ensure that you have the following information:

- 1) Account URL
- 2) Account name
- 3) Image/screenshot of offensive content
- 4) Date of content posting
- 5) Reporting party email

s22

Some of the information above can be deduced from the image/screenshot provided.

Identifying the process action

Review the main social media channels (Facebook, s22 Instagram, s22) for third party memes profiles posting inappropriate content relevant to, or directed at, the Department of Defence and the Australian Defence Force (ADF).

These profiles can be found by:

s22

Using the platforms search functions and using common terms like "ADF, diggers, memes, lid, etc."

Content can be reported and removed for one of the following categories:

Nudity	Violence	Harassment	Suicide or self-injury	False news
Unauthorised sales	Hate speech	Terrorism	Promoting drug use	Spam
Non-consensual intimate images	Sexual exploitation	Sharing private images	Intellectual property	Fraud of scam
Bullying	Child abuse	Animal abuse	Sexual activity	Mocking victims

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

Follow the steps below to report the image through each platform.

Facebook reporting

Facebook – report a post		
Step	Image	Instructions
1	s22	Find the post with offensive content.
2		Select the options “...” button at the top right of the post. Then select the “Find support or report post” option at the bottom of the list.

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

3	s22	<p>A box will appear containing reporting categories. If the category you find most suitable isn't available, select the "Something Else" option and next and see step 4.</p> <p>Otherwise, select the option and move to step 5.</p>
4		<p>The "something Else" button will provide a list with all alternate reporting categories. Select the option you think is suitable then hit next.</p>
5		<p>Select the "Report post" button.</p>

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

s22

6

Tick the box and select report. s22

s22

s22

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

s22



Instagram reporting

	s22	- report a post
Step	Image	Instructions
1	s22	Find the post with offensive content. Select the options “...” button at the top right of the post.
2		Then select the “Report Inappropriate” option at the top of the list.

STANDARD OPERATING PROCEDURES: DEFENCE SOCIAL MEDIA HUB

3	s22	Then select the "It's inappropriate" option at the bottom of the list.
4		Select the option that best suits the inappropriateness of the content. s22

s22

s22



s22



6.5 The Defence Social Media Hub is responsible for:

s22



- f. being the point of contact for Groups and Services to report suspected offensive content on social media by or about Defence personnel and to escalate in accordance with the [Reporting of Offensive Content Escalation Process](#).

s22

