



Social Media Policy

Authorising Officer:

Name: [REDACTED]
Position: GM – Strategy, Innovation and People
Approval Date: 6 November 2015

1. Purpose

To outline what AHL expects of its staff and third party contractors when using AHL social media.

2. Policy Owner

The Director of the Communications Section is the owner of this Policy.

3. Policy Scope

All AHL employees including third party contractor using social media, both on behalf of AHL and as private citizens.

4. Related Documents

- Staff - Guiding Principles for Engaging on Social Media (refer [Attachment A](#))
- AHL's social media content schedule
- Information Security Policy **BIU POL5**
- Acceptable Use Policy of Internet and Email for Students, Residents and External Persons **BIU POL6**

5. Policy

Introduction

AHL recognises the importance of the internet in shaping public and resident perception about the organisation and our current and potential services. AHL also recognises the importance of being interactive on social media to promote AHL services and our vision of improving the quality of life and economic opportunity for Indigenous Australians.

'Social media' is defined as websites and applications that enable users to create and share content or to participate in social networking. Social media may include, although is not limited to blogs, podcasts, discussion forums, wikis (such as Wikipedia), content sharing sites (such as Google+, Pinterest, Flickr, Instagram and YouTube), micro-blogging sites (such as Twitter) and social networking sites (such as Facebook and LinkedIn).

This Policy outlines what is expected of AHL staff and third party contractors when using social media

AHL Staff authorised to engage in social media on behalf of AHL

- The Communication and Public Relations team (Assistant Director, Project Officer and Project Support Officer)

Note: AHL's Communication and PR team have the official responsibility for managing and participating in AHL's social media initiatives, specifically the Project Officer. Other AHL staff may be interested in engaging with social media for work-related purposes, or may be asked by members of the Executive Team (the Executive) to use social media in support of AHL's organisational objectives. Such engagement must be coordinated through the Communications and Public Relations team.

Expectations when representing AHL in social media in an official capacity

When representing AHL in social media, staff are to:

- Provide reliable and credible information in a polite and respectful manner
- Raise public awareness of AHL as an organisation and the positive work AHL does for Indigenous Australians
- Not engage in any controversial conversation without first consulting the Communications and PR team and the Executive; and
- Only respond to controversial conversations under the direction of the Executive and with key messages developed in conjunction with the Executive.

AHL may develop partnerships with other organisations, corporations etc. from time to time. These partnerships may include sharing relevant information over social media platforms. AHL will share content at its discretion, if it deems the content is relevant to the organisation's residents, stakeholders and/or the public. AHL will not promote branded products or services through its social media platforms.

AHL supports transparency. We are committed to ensuring that our social media posts clearly disclose relationships and endorsements, and that any statements made are truthful and substantiated. To this end, AHL will label all social media content that has originated

from an AHL corporate partnership with the appropriate clear-language disclosure designation:

- Ad;
- Sponsored; or
- Partner Content.

Process for interacting with social media

- AHL staff must obtain approval from the AHL Communications and PR team before publishing anything on behalf of AHL either on an AHL hosted social media site or other social media sites
- A social media content schedule, developed by the Communications and PR team, and approved by the Executive each year, will drive content for all social media platforms
- The Communications and PR team will maintain a central directory of all log-in information and passwords for AHL's official presence on social media and activity on AHL hosted social media sites
- If uncertain about how to respond to a post in social media, contact AHL's Communications and PR section, communications@ahl.gov.au

Disciplinary Action

As employees of the Australian Government, all social media users must maintain their obligation to the APS code of Conduct. If any users are found to be in breach, the appropriate disciplinary action will be taken in accordance with the APS Code of Conduct.

6. Definitions

The following terms are referred to in this Policy:

Term	Definition
AHL	Aboriginal Hostels Limited
PR	Public Relations

Staff - Guiding Principles for Engaging on Social Media

Don't be anti-social

You will be more successful on social media if you publish positive, meaningful and respectful content. Remember that even if you pose a comment as an individual, you are representing the organisation as a whole and are easily identified as an employee of AHL.

These days most people's workplace or professional details are just a couple of clicks or a Google search away. Comments intended in jest or with sarcasm, known as snarks, can easily be misinterpreted online. A comment you post in the heat of the moment, can still appear in search engines, years after you have cooled down.

Aim to:

- Publish meaningful and respectful comments
- Maintain your obligation to the APS Code of Conduct
- Be honest and open in your use of social media
- Have regard for the public's best interests
- Be accurate in the information you publish
- Be informed—ensure you have all the facts before responding
- Know that the internet is permanent—and comments are able to be reproduced
- Reply to comments in a timely manner, when a response is appropriate
- Respect diversity and remain appropriate and polite when disagreeing with others' opinions
- Pause and think before posting—is the communication channel appropriate for the message you are sending?
- Consider conducting a private, off-line conversation or direct message if you have an issue with a person or their content

Avoid:

- Using social media as a means to air your workplace concerns
- Uploading personal videos of your interactions with other staff or clients in the workplace

- Using social media as a means for payback
- Uploading content that could be offensive, political etc in nature (consider your wording)
- Remarks that are offensive, untruthful, threatening, discriminatory or demeaning
- Using social media to knowingly mislead people
- Sharing private or personal information about your work or your co-workers

If in doubt that any interaction you have had on social media may be a cause for concern, contact your direct supervisor, HR or the Communications and PR team.