

Transcript of Social Media Video

[Australian Government Department of Communications logo appears]

[All following text appears on screen while digital sounds and up-tempo rock instrumental music plays in the background]

Social media.

What is social Media? Facebook, YouTube, LinkedIn, Sitrion, Twitter.

But that's not all. Social media covers many other digital tools [logos of various media tools].

Even email and sms are social media tools.

We spend around 120 hours each month online.

Australians are some of the world's biggest users of the internet, we spend more than 4 hours online everyday.

Email use is decreasing, social media rising.

Four in five use social networking, accounting for 20% of our time online.

This means that almost all employees use social media.

We need to know how to use these tools safely.

The lines between our professional and personal lives are blurring.

We are taking our work home with us and bringing our personal lives to work...

So to help... there is a social media policy to protect you and the department.

It is every employee's responsibility to read and understand the policy.

So what can we and can't we do?

Let's take a look at the most important points...

Just like the telephone, using social media at work takes a commonsense approach.

Personal use should not be excessive and interfere with your work.

When posting, remember your comments are public for all the world to see.

Treat online comments the same way you would at a meeting, BBQ or public forum.

This means, don't discuss confidential or classified material:

For Official Use Only. Protected – Commercial. Protected – Sensitive.

Respect copyright.

Respect privacy.

Be polite.

[Shows Facebook interface.

Post: "Jenny's a loser who needs a life!"

Response: "Employees are expected to treat their peers with respect both in the physical workplace or online."

Response: "like real-life bullying, cyber bullying is unacceptable."

Post: ~~"Jenny's a loser who needs a life!"~~]

If it's clear who you work for be clear your views are your own.

[Shows linkedin interface.

Post: "Views are my own."

Response: "Avoid perception of deception."]

[Shows twitter interface.

Post: "This new report is awesome!"

Post: "This new report **I wrote** is awesome!"]

Be clear and transparent.

Using government logos or insignia may imply you are authorised to speak on behalf of the department. You're probably not. On your social media networks, you only represent yourself.

You need special training and prior approval to post, tweet, blog for the department.

But official or not, inappropriate remarks could damage the department's, or a colleague's, or your own reputation.

Would you want your manager seeing this? [photo of a drunk man in party hat, name tag stuck to his forehead, and tongue in a large glass of white wine, posted on Facebook]

What happens in Vegas stays on Facebook, YouTube, Twitter, Yammer... always think twice.

In short, protect privacy, respect the policy, and remember your public service responsibilities.

And let people know when things go wrong.

So get started today at www.communications.gov.au and get to know social media at work.

[Australian Government Department of Communications logo appears]

[Creative Commons logo appears]

Adapted from an original concept by the Department of Justice Victoria (Australia) at
justice.vic.gov.au/socialmedia

4:06 Duration

The file size of this video is too large to email. Persons interested in viewing this video may contact foi@communications.gov.au if they wish to arrange a time to view the video at our Canberra office (at no charge), or be posted a copy of the video on a USB (within Australia).

Note that an AU\$10.00 charge will be payable to reimburse the Department for the cost of the USB plus postage.