

# Social Media Policy

## Purpose

This policy describes the standards expected of employees of the National Disability Insurance Agency (NDIA) in their use of social media.

The Social Media Policy applies to all NDIA employees, including employees on secondment (both to and from the NDIA), employees on leave, casual and temporary employees and contractors. Managers should ensure their employees are aware of and understand this policy.

People with disability are at the heart of the NDIA. People with disability are also incredibly digitally connected and digitally savvy. If the NDIA is to communicate effectively and remain relevant with the more than 460,000 participants at full scheme roll out then social media platforms will remain key.

## Definitions

**Social media** includes social networking sites, blogs and other online media that allow user participation and interaction.

Use of social media by Australian Public Service (APS) employees can be split into two categories: official use and unofficial use.

**Official use** means use by persons authorised as agency spokespersons and representatives for official purposes who are permitted to post content within the approved scope on external social media channels.

**Unofficial use** of social media falls into two categories: **professional** or **private**.

**A: Professional use** is when an employee is a subject matter expert in a field that may relate to their APS employment—or that may be wholly separate from it—and uses social media to comment in that capacity. For example, an APS employee who is active in the disability sector might use social media to discuss issues on a disability forum in their own time.

**B: Private use** means use of social media in any other capacity.

## All social media use

NDIA employees should understand that the [APS Values](#) and [APS Code of Conduct](#) standards apply to all social media use.

The APS Code of Conduct requires APS employees to behave at all times 'in a way that upholds the APS Values and APS Employment Principles, and the integrity and good reputation of the employee's Agency and the APS' - section 13(11) of the *Public Service Act 1999*.

The APS Values and Code of Conduct apply to using social media both officially and unofficially. The requirements include:

- behaving with respect and courtesy, and without harassment
- dealing appropriately with information, recognising that some information needs to remain confidential
- being sensitive to the diversity of the Australian public
- taking reasonable steps to avoid conflicts of interest
- making proper use of Commonwealth resources
- upholding the APS Values and the integrity and good reputation of the APS and one's agency
- not acting in a way that would call into question the APS employee's ability to be apolitical, impartial and professional in the performance of their duties.

The APS Code of Conduct and APS Values apply even if material is posted anonymously or using a pseudonym and employees should be mindful that at some point their identity and employment may be revealed.

Possible sanctions, including termination, may apply if employees are found to have breached the APS Code of Conduct through their use of social media.

[APSC circular 2012/1](#) – *guidance on making public comment and participating online* – discusses the APS Code of Conduct and its relationship to social media in more detail.

## Official social media use

Acceptable official use by APS employees includes representing the agency online, monitoring issues relevant to agency business or engaging in authorised professional development forums or activities.

Employees using social media in an official capacity require written approval from the relevant SES (Branch Manager – Communications and Engagement). Communication and content standards that apply to official use of social media will be established as part of that agreement.

## Unofficial social media use

Acceptable unofficial use of social media while at work will include reasonable private use, consistent with this policy and other relevant policies including the department's IT Security Policy.

When using social media in an unofficial capacity, whether at work or not, employees should ensure that a comment they make is not (or could not be perceived to be):

- made on behalf of the NDIA
- a criticism of the Government, a member of parliament from another political party, or their respective policies, in that it raises questions about the APS employee's capacity to work professionally, efficiently or impartially. Such comment does not have to relate to the employee's area of work
- a criticism of an agency's administration that could seriously disrupt the workplace
- a gratuitous personal attack that might reasonably be perceived to be connected with their employment
- compromising the employee's ability to fulfill their duties in an apolitical, impartial and professional manner
- compromising public confidence in the agency or the APS.

Unless specifically authorised, agency employees should not develop or provide content for social media channels that:

- attempts to speak, or could be interpreted as speaking, on behalf of the agency or the Australian Government
- commits the agency or the Australian Government to any action or initiative.

Employees in doubt about acceptable use of social media as an APS employee should speak to their manager in the first instance.

## Accessibility

The NDIA is committed to social inclusion, and provides support for people with disabilities. In late 2011, [Media Access Australia](#) undertook research to determine how the accessibility issues found in each of the most popular social media tools can be overcome.

Australia's most popular social media tools were tested for accessibility. Users with disabilities contributed tips and tricks on how to overcome each social network's inaccessible features.

Download the full report: [Sociability: social media for people with a disability](#)

Where possible, content on official NDIA social media accounts should also be made available in an alternative [accessible format](#). This alternative may be represented on NDIA internet sites, however given the online interaction inherent in social media, it may also be appropriate to refer individuals to telephone or face-to-face channels.

## The Internet is forever

What you publish on the internet can remain public for a long time. Content can also be replicated and shared beyond the original intended audience and sent to recipients who were never expected to see it, or who may view it out of context. You should be aware that according to the terms and conditions of some third-party sites, the content you create is the property of the site where it is posted and so may be re-used in ways which you had not intended.

## References

The [APS Code of Conduct](#) is set out in section 13 of the *Public Service Act 1999*.

The [APS Values](#) are set out in section 10 of the *Public Service Act 1999*.

[APSC Circular 2012/1](#): *Revisions to the Commission's guidance on making public comment and participating online* is available on the APSC website.

## Policy authority

This policy is approved by Louise Glanville, NDIA Dep CEO on 20/1/2015

**January 2015**

## Document 2

National Disability Insurance Agency

Calendar People CHEEVER, Ben ?

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[Home](#)[Service Delivery](#)[Scheme Transition](#)[Our Organisation](#)[Corporate Services](#)[Human](#)[Home](#) > [Human Resources](#) > [Employment conditions](#) > Use of social media

## Use of social media

Social media are emerging media which allow people to discuss and share information online. Tools which aid this interaction can include:

- Blogs – opinion articles and information that are regularly updated and commented on by others
- Wikis – web pages allowing users to collaborate and extend information by adding, removing and editing content collectively
- Podcasting – created by posting an audio file to a website which can then be downloaded via subscription
- RSS (Really Simple Syndication) – allows users to receive updated information from websites, blogs or podcasts without having to regularly visit the original site
- Tagging – keyword classification of content carried out by users which yields more relevant and useful search results
- Social networking sites such as Facebook, LinkedIn, Twitter, YouTube - provide a combination of tools designed to help people connect and share information with each other.

The NDIA recognises that you may use these and other social media in your personal time (outside of working hours) and does not intend to discourage nor unduly limit your personal communications or online activities. However, you should recognise the potential for damage to be caused (either directly or indirectly) to the Agency and, possibly other client groups, in certain circumstances through personal use of social media, particularly, if you can be identified as an Agency employee.

Employees are responsible for the content published from their social media platform and should be aware of the risks to ensure that any risk of damage or detriment is minimised.

You should not:

- Use Agency ICT resources for inappropriate purposes such as to harass, defame, abuse, disclose personal information, access or transmit pornographic material, nor for excessive personal use
- Imply that you are authorised to speak on behalf of the Agency or the government, or give the impression that any views you express are those of the Agency or the government
- Use or disclose any confidential information or personal information obtained in your capacity as an employee of the Agency
- Staff must not use ICT systems for unauthorised purposes including private commercial activities, illegally accessing a computing service, downloading or distributing inappropriate, undesirable or offensive material. Such activities may result in disciplinary action including court prosecution.

The NDIA does accept some limited use for private purposes (e.g. email and internet), however, such use must be consistent with APS values and this [ICT Security Policy](#) (in particular, the ICT Acceptance Use and Security Breaches section of that document).

 [Social Media Policy.docx](#)

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### Related Links

- [APS Values and Co](#)
- [ICT Security Policy I](#)

Links: [Accessibility help](#) | [Acknowledgement of country](#)

NDIS Social Media: [Twitter](#)

This is from **Working at the NDIA** presentation – it is delivered Day 1 of Induction as part of the NDIA Orientation.

Slide 25

## Communication at the NDIA




Intranet – Announcements & Spotlight articles

Yammer

All staff emails




All staff forums

 <p><b>Communication at the NDIA</b> Slide 25</p>	<p>National Disability Insurance Agency</p> <p>There are many ways to keep updated and communicate with other NDIA staff including; the Notices on the Intranet home page, and Yammer.</p> <p><b>1. Notices:</b> (Found on the front page of the NDIA intranet) The Notices page list all of the current news and updates for the Agency, subjects may include; changes to policy, regional site news and good news stories. It is good practice to just check this page every morning or so to ensure you are as up to date as possible.</p> <p><b>2. Yammer:</b> (Can be found at NDIA intranet home page) You will need to set up your Yammer profile as this does not happen automatically. Is everyone familiar with Facebook? Yammer is Facebook for the workplace – with the APS code of conduct and NDIA values being upheld with all usage! Only people with an ndis.gov.au email address will be able to access the Agency's yammer page.</p> <p>Yammer can be used in a variety of ways. For example:</p> <p>Step 1: Post a question to your network.</p> <p>Step 2: Contribute to a conversation in your network.</p> <p>Step 3: Thank or acknowledge those who have contributed to your post at the end of the day.</p> <p><b>3. All staff emails:</b> Periodically senior executive staff will send out emails to all staff to provide information on any changes, updates etc within the Agency.</p> <p><b>4. All staff forums:</b> these are scheduled each quarter and aim to provide staff with information updates particularly in relation to the rollout of full scheme.</p>
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## ICT Security

**Email and Internet usage:**

-  • Limit personal use of email and internet and close down sessions when not in use
-  • Your activities on the network are logged (and may be used as evidence in security or Code of Conduct investigations)
-  • Do not send official information to or from webmail accounts
-  • Don't make inappropriate comments on social networking internet sites.
-  • If something seems suspicious, it probably is  
- don't click and do report immediately

# INTERNET

Staff should be vigilant when using the internet to minimise the introduction of malicious content and to prevent misuse of agency information.

Module 6 | IT Security



### Acceptable use



Acceptable Internet use includes:

- Research for work purposes.
- Limited personal use is allowed, excessive usage or inappropriate content can be investigated.
- Some agencies allow access to Social Media sites like Facebook and Twitter but they are not anonymous. Be careful of your online behaviour having a negative impact on your agency's image. Use of these sites should be kept to a minimum.

### Unacceptable use

The following constitute unacceptable personal use of agency IT facilities:

1. Unlawful use, including use in contravention of the APS Code of Conduct.
2. Use of offensive language, use to harass, defame, abuse or offend, use to gamble.
3. Use in a manner which may harm the agency's or government reputation.
4. Use to access, store, publish or distribute offensive, indecent, objectionable or pornographic material.
5. Use to make public comment on political or social issues including government policy on behalf of your agency which is not authorised (staff are required to ensure that private comments can in no way be misconstrued as representing the views of your agency and/or government policy).
6. Use to stream audio or video through the Internet for personal use, e.g. listening to radio stations via the Internet and continuous monitoring of sporting events or stock market activity including downloading media files such as motion picture trailers, music, videos or animated cartoons.
7. Use to make commercial gain from agency information.
8. Use for private commercial activities or using to pursue private interests with colleagues, e.g. seeking signatures for private petitions, selling or advertising products/services/events.
9. Use of the email system to send out bulk staff emails on matters that are not work related.

P11 OF 23 | Click above buttons for more info

Next

# IT SECURITY IN PRACTICE

Working together to protect agency information:

Module 6 | IT Security

### When working, you should remember:

- Additional software is not permitted on work networks unless there is a legitimate business need and has been approved.
- Always be cautious of links or attachments received by email that look suspicious, including those which appear to come from someone you know.
- Transferring agency information to non-approved devices is not permitted.
- Do not leave your agency issued assets (laptops, Blackberry, i-device, tablets, et) or media devices unattended in public places.

Note!



P12 OF 23 | Click above buttons for more info

Next



Multiple Choice - Select all possible answers

What is considered unacceptable use of internet at work?

- A) Breaking the law
- B) Research for work purposes
- C) Viewing sites or participating in chat rooms that are sexually, racially, politically or otherwise offensive
- D) Conflict with the APS Code of Conduct
- E) Violating copyright, trademark protection or other forms of intellectual property protection
- F) Using your work email address for social media sites or subscribing to website
- G) Limited personal use
- H) Purchasing, downloading and/or installing any software that has not been approved

Question 2 of 6

Submit

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**Scenario 5 - Social Media and Public Comment**

Andrew has had a bad day and posts about his frustration with some of his colleagues and the customers he served on his facebook page.

**What potential impact could this behaviour have?**

Only my closest friends can see my page. It's not like I'm personally identifying the people by name, just letting off a bit of steam.

[Click here to continue](#)



social

The department supports staff who choose to use social media in their capacity as private citizens, however they should be aware that content published on social media sites is publicly available - even on their personal accounts.

The Code of Conduct requires APS employees to behave at all times 'in a way that upholds the APS Values and the integrity and good reputation of their agency and the APS'. When APS employees are making public comment in an unofficial capacity, it is not appropriate for them to make comment that could compromise public confidence in the agency or the APS, including in our capacity to work professionally, efficiently or impartially. This includes unreasonable criticism or disclosure of information about the department's clients and other stakeholders.

Employees need to ensure that they fully understand the APS Values and Code of Conduct and how they apply to official and unofficial communications. If in doubt, consider carefully whether to comment and what to say; consult the Social Media policy; or seek advice from your manager.

[Click NEXT to continue.](#)