

SOCIAL MEDIA GUIDELINES

Version 1.0

Date: July 2013



Purpose

These guidelines are to be read in conjunction with the APSC Circular 2012/1: [Revisions to the Commission's guidance on making public comment and participating online.](#)

This guideline provides direction for agency social media use.

The objective of Safe Work Australia's social media is to:

- promote Safe Work Australia's policies
- reach a wider, more diverse audience quickly
- educate, inform and entertain
- promote discussion and debate
- gather and consider a wide variety of ideas and opinions, and
- promote events and community engagement activities.

Guideline application

This guideline applies to Safe Work Australia staff that use social media as part of their professional responsibilities. This guideline is the responsibility of the Communications and Publishing Section.

Social media

Social media refers to web based technologies that allow you to publish, share and discuss content e.g. Facebook.

Social media management

The Communications and Publishing Section is responsible for the management of Safe Work Australia's social media accounts, the storage of social media login details and fulfilling record keeping requirements.

Content

When using social media on behalf of Safe work Australia please consider:

- does your content retain interest levels?
- is your content friendly and engaging?
- is your content about issues of relevance or events/opportunities coming soon?
- can your content be related back to operational objectives?
- is your content inclusive?
- does your content encourage discussion?
- Is the content consistent with APS values?

Social media posts

To post material on a Safe Work Australia social media site:

1. Draft your content for the material you wish to be posted.
2. Seek approval of the content from an EL2.
3. Provide the approved content, along with the date and time you would like it uploaded to the Communications and Publishing Section.

4. The Communications and Publishing Section will review the content to ensure it is appropriate for the social media platform.
5. The Communications and Publishing Section will upload the content.

Social media responses

The Communications and Publishing Section is responsible for responding to social media communication where appropriate. This will be undertaken in consultation with relevant Sections.

When an enquiry is posted on the Safe Work Australia Facebook page the Communications and Publishing Section can post a holding response to allow line areas time to put together a response to any questions if necessary. Line areas will need to provide a response to the Communications and Publishing Section within 48 hours. The response only needs to be short. If an enquiry needs a detailed response the Communications and Publishing Section can refer the person offline for further information to be provided however the short response will still need to be posted in the first instance.

Examples of communications Safe Work Australia may receive and the suggested response/action:

Comment	Action
Comments about something unrelated to Safe Work Australia	No action required. May be removed depending on comment.
Incorrect assumption about Safe Work Australia	Reply to comment correcting any factual inaccuracies but do not enter into a discussion on social media.
Request for information	Where possible reply to the post referring to the requested information. If the response requires a lengthy or complex explanation provide Safe Work Australia's general contact details to allow further discussion of the issue.
Negative comment about Safe Work Australia	Acknowledge the comment but do not enter into a discussion on social media. Provide Safe Work Australia's general contact details to allow further discussion of the issue. Thank the individual for their comment and remain courteous and friendly.
Positive comment about Safe Work Australia	Thank the individual for their comment; 'like' the comment.

Social media evaluation

The Communications and Publishing Section conducts weekly social media evaluation. This evaluation determines the communication's influence and reach. This evaluation is posted on SafetyNet.

Further information

If you have any questions relating to the Agency's use of social media please contact the Communications and Publishing Section.