



Australian Government

Department of Communications and the Arts

# Social media policy

June 2019



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## 1. Objective

This policy explains how we engage with social media and moderate our online consultations. It outlines what you can expect from us and the things we expect from you when you engage with us.

## 2. Use of social media

We use social media to communicate and engage with the public and our stakeholders about our policies and programs and related news and activities.

### 2.1. Our accounts

#### Twitter

- @CommsAu
- @artsculturegov
- @ArtbankAu

#### Facebook

- Prime Minister's Literary Awards
- Artbank

#### YouTube

- DeptCommsAu

#### LinkedIn

- Department of Communications and the Arts

#### Instagram

- @ArtbankAU

#### Websites

- [www.communications.gov.au](http://www.communications.gov.au)
- [www.arts.gov.au](http://www.arts.gov.au)

We also have a Have Your Say consultation platform on our websites for consultations, allowing people to make a submission in a range of different ways.

## 3. How we work

Through all of our online engagement, you can expect us to:

- behave with respect and courtesy
- deal appropriately with information, recognising that some information needs to remain confidential
- deliver services fairly, effectively, impartially and courteously to the Australian public
- be sensitive to the diversity of the Australian public
- take reasonable steps to avoid conflicts of interest



- make proper use of Commonwealth resources
- uphold and act in accordance with the APS Values and Code of Conduct at all times.

We also adhere to the Australian Public Service Commission's policy on [making public comment and participating online](#). The policy provides guidance and direction to employees about making public comment as a private citizen, including online.

### 3.1. Accessibility

Consistent with a whole of government effort, we are committed to ensuring our online content is accessible to every Australian. Where possible, we will use the HTML format, however if this is not possible we will provide two formats, usually Word and PDF.

We strive to make our content usable and accessible on all of our online channels. If there is something we can do to make our content more accessible for you, please [get in touch](#).

## 4. Our expectations of you

We welcome constructive and respectful engagement in line with the following guidelines:

- keep your content relevant to the online community, or topic
- protect your personal privacy by not including the personal information of either yourself or others (e.g. email addresses, private addresses or phone numbers)
- don't defame, insult, abuse, harass, stalk, threaten or attack anyone
- don't use language that is obscene or offensive
- don't discriminate against any gender, sexual preference, religion or race/ethnicity
- don't advertise or promote commercial interests
- don't promote illegal or unethical activities.

If necessary we will remove content that does not comply with these guidelines. If an individual and/or group continues to breach these guidelines we will block, ban, delete or report the user(s). If you wish to send us material and submissions, please [contact us through our website](#), or private message us on the relevant channel with your question or concern. We will endeavour to get back to you as soon as possible.

This policy is in addition to the 'user policy' and 'terms and conditions' of each social media channel (e.g. Facebook/Twitter), and specific 'Terms of Use' relevant to each online community, which you can read about on the relevant social media channels. We may update this policy at any time.

### 4.1. Your privacy

We encourage respectful contributions on our online channels, however we ask that you remember that what you contribute is in the public domain, so please do not share private information.

Please also be aware that anything you post on any of our social media channels is immediately available to a wide audience and effectively endures without limit. It may be copied repeatedly, seen by people for whom it was not intended, taken out of context or used for a purpose for which it was not intended.

For information about how we collect and manage personal information please see our [Privacy Policy](#).



## Twitter

Twitter is a public space. Unless you make your tweets protected or send direct messages, all interactions are publicly viewable and searchable over time. To learn more about Twitter's public and protected accounts, see [Twitter's help page](#).

## Other social accounts

While you can control your privacy settings on your personal Facebook, LinkedIn and Instagram accounts, all of our social accounts are public, and as such, if you engage with us online, your contribution will be visible in the public domain.

Please also note that when you engage with our online social channels you are also engaging with the third party provider and are therefore subject to their privacy policies and terms and conditions of service. Find out more here:

- [Facebook Help Centre](#)
- [LinkedIn Help](#)
- [Instagram Help Centre](#).

## 5. How we engage

The following policy applies to how we operate and engage on all of our online accounts, including Twitter, Facebook, Youtube, Instagram, LinkedIn and our websites.

We aim to share relevant information and promote public engagement. This includes providing information about media releases and activities involving our department, as well as Australian Government information from other agencies, and general information relevant to the communications and arts portfolio.

By linking to content, retweeting, sharing or acknowledging an external source, we are not endorsing that content or source. We are simply sharing information we believe may be of interest to people interested in matters relating to this portfolio and/or attributing a source.

If you send us a message or question, either publicly, via direct message or online form, the team managing our online accounts will liaise with the relevant area in our department and endeavour to respond by the next business day. Please note that, as a general rule, we will monitor our channels during business hours only.

Contacting us via our social media channels is not the best way to send through a formal enquiry. If you have a formal request, comment or enquiry, please contact us via [our website](#).

If you have feedback for other government agencies, including those who we tweet about or retweet, you should send your feedback to them directly. We will not routinely contact other agencies to share any comments about them that you send to us.



## 5.1. Our follow policy

We do not automatically follow any account that follows our accounts.

Our policy is to follow accounts that are relevant to our portfolio as stakeholders, news organisations and thought leaders, but our sources of information and tweets are not limited to our following list.

Following an account does not imply that we endorse the organisation/individual or their content.

## 5.2. Social media influencer policy

We do not enter into arrangements, paid or otherwise, with social media influencers. Please do not contact us with offers.

## 5.3. YouTube comments

We use our YouTube channel as a means of hosting and distributing video content produced by and for the Department. As its function is primarily for the dissemination of information, comments are not enabled on our YouTube channel. If you would like to get in contact with us, please use one of our other social media channels or send us a formal enquiry.

## 5.4. Feedback

If you have any feedback about our online accounts, please send us a direct message or email our [Media Team](#).

## 6. Online consultations

We are interested in hearing your opinions on the development of our policies and programs. The 'Have your say' section on our websites uses a range of consultation tools for you to contribute your ideas, including short surveys and polls and longer formal submissions.

Due to the confidentiality requirements of some of our consultations, your submission may not be published until the consultation period has ended. Formal submissions require your name and contact details to be provided, however you have the option for your submission to remain anonymous or you can select your submission to not be made public.

