Official use of social media guideline

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Information security

This document has been security classified using the Queensland Government Information Security Classification Framework (QGISCF) as PUBLIC and will be managed according to the requirements of the QGISCF.
Contents

1 Introduction ............................................................................................................................ 6
  1.1 Purpose ......................................................................................................................... 6
  1.2 Audience ....................................................................................................................... 6
  1.3 Scope ............................................................................................................................. 6

2 Background ............................................................................................................................ 6

3 What is social media? ........................................................................................................... 7
  3.1 How can social media be used in the Queensland Government ..................................... 7
  3.2 Before you begin – consider the risks ............................................................................ 7

4 What is official, personal and professional use? ............................................................... 8
  4.1 Official use of social media ......................................................................................... 8
  4.2 Professional use of social media .................................................................................. 8
  4.3 Personal use of social media ....................................................................................... 8

5 What is online community engagement? ........................................................................ 9
  5.1 Get Involved online consultation toolkit .................................................................... 9

6 Social media governance .................................................................................................... 10
  6.1 Success measures ......................................................................................................... 11

7 Establishing meaningful, manageable social media presences ..................................... 11

8 Committing to ongoing relationships .............................................................................. 11
  8.1 Managing expectations ............................................................................................... 12
  8.2 Responding within social media ................................................................................. 12
  8.3 Monitoring social media activities ............................................................................. 13

9 Transparency when using social media............................................................................ 13
  9.1 Identify as an official government presence ............................................................. 14
  9.2 Communicate account closures .................................................................................. 14

10 Accounting for policy and legislative requirements ...................................................... 14
  10.1 Information security ................................................................................................. 14
  10.2 Intellectual property infringement .......................................................................... 15
  10.3 Misrepresentation ..................................................................................................... 15
  10.4 Recordkeeping ........................................................................................................... 16
  10.5 Accessibility ............................................................................................................... 16
  10.6 Information management .......................................................................................... 17
  10.7 Defamation ................................................................................................................ 18
  10.8 Negligence ................................................................................................................ 18
  10.9 Privacy ........................................................................................................................ 19
  10.10 Other risks to be aware of when using social media .................................................. 20
  10.11 Find out more ......................................................................................................... 22
11 Business plan .......................................................................................................................... 22
  11.1 Example business plan ........................................................................................................ 22

12 Resources .................................................................................................................................. 23

Appendix A Implementation checklist ...................................................................................... 25
Appendix B Choosing the right tool ............................................................................................. 28
Appendix C Should I respond? ...................................................................................................... 30
Appendix D Recommended resources ........................................................................................... 31
Appendix E Research and monitoring tools ................................................................................ 32
Appendix F Social media success measures ............................................................................... 34
  Activity Metrics .......................................................................................................................... 34
  Activity Ratios ............................................................................................................................ 34
  Customer service metrics ............................................................................................................ 34
  ROI Measurements ....................................................................................................................... 34
  Results ......................................................................................................................................... 34

Appendix G Privacy and security tips ............................................................................................. 35

Fact Sheet 1 Read, Learn, Do ........................................................................................................ 36

Fact Sheet 2 Microblogging ........................................................................................................... 38
  Twitter ........................................................................................................................................ 38
  How Twitter can work for you ...................................................................................................... 39
  Successful Queensland account .................................................................................................... 40
  Real life Twitter mistake ............................................................................................................... 40
  Set up a personal account ............................................................................................................ 40
  Checklist – Microblogging ............................................................................................................ 41
  Example disclaimer - Twitter ....................................................................................................... 41
  Popular accounts based in Queensland: ...................................................................................... 41
  Twitter tools ................................................................................................................................ 41
  Decision tree – use of Twitter ....................................................................................................... 43

Fact Sheet 3 Social Networking ................................................................................................... 44
  Facebook .................................................................................................................................... 44
  Checklist - Social networking ....................................................................................................... 49
  Example disclaimer – Facebook ................................................................................................... 49

Fact Sheet 4 Reference ................................................................................................................ 51
  Wikipedia ..................................................................................................................................... 51
  Checklist - Reference .................................................................................................................... 52

Fact Sheet 5 Blogs ........................................................................................................................ 55
  What are blog posts? ..................................................................................................................... 55
  What makes up a post? .................................................................................................................. 55
  What’s the difference between a web log and blog? ..................................................................... 55
  Government and blogs ............................................................................................................... 56
Participation ......................................................................................................................... 56
Set up a personal blog ........................................................................................................ 56
Checklist ............................................................................................................................... 56
Decision tree – use of blogs ............................................................................................... 57

Fact Sheet 6  Video and image sharing ............................................................................. 58
Image sharing - Flickr ....................................................................................................... 60
1 Introduction

1.1 Purpose

These guidelines assist Queensland Government agencies achieve best practice in the official use of social media through the adoption of a risk-managed approach.

1.2 Audience

The document is primarily intended for delegates responsible for the design, development and implementation of agency business and practitioners responsible for online community engagement activities, including online communication.

1.3 Scope

1.3.1 In scope

This document provides guidance on the official representation of Queensland Government agencies through social media.

This guideline relates to the domain SL-2.2.4 Public Engagement within the Business Service layer of the Queensland Government Enterprise Architecture (QGEA).

It applies to all Queensland Government Departments and its adoption by other Queensland Government entities is encouraged.

1.3.2 Out of scope

The following are out of scope of the current guideline:

- the release of open data
- political or internal to government use of social media
- personal and professional access to and use of social media, meaning those activities where the individual is representing themselves and not the Queensland Government.

2 Background

In July 2010, the Australian Government made a declaration of Open Government which noted:

"Citizen collaboration in policy and service delivery design will enhance the processes of government and improve the outcomes sought. Collaboration with citizens is to be enabled and encouraged. Agencies are to reduce barriers to online engagement, undertake social networking, crowd sourcing and online collaboration projects and support online engagement by employees, in accordance with the Australian Public Service Commission Guidelines."

In response to the Gov2.0 initiative and Toward Q2 through ICT (AG2) this document was developed along with whole-of-Government policy for social media and online community engagement.

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The Queensland Government supports the use of internet-based technologies as part of the routine conduct of government business. This extends to the use of social media as part of an integrated approach to government business and through the application of a risk-management approach.

The significant uptake and innovative functionality of social media offers many benefits, however its uncontrolled use also presents many risks. These guidelines have been developed to assist agencies realise the benefits of social media use while identifying the risks and potential mitigation measures.

Refer to Appendix A – Implementation Checklist for impact areas recommended for consideration as part of a risk-assessment prior to the implementation of official social media accounts.

3 What is social media?

Social media is an umbrella term covering websites, technology, applications or tools that enable active and participatory publishing and interaction between individuals over the internet.

Social media can be characterised by:
- relationships
- user participation
- user-generated content
- collaboration
- multi-directional conversations
- highly accessible and scalable publishing
- 24/7/365 operation and availability.

3.1 How can social media be used in the Queensland Government

Social media can be used as a channel by the community to access the Queensland Government and vice versa. For the Queensland Government, social media represents a channel by which audiences can be used to support or deliver a wide range of activities including:
- community engagement, communication and marketing
- policy development and implementation
- service delivery
- research.

3.2 Before you begin – consider the risks

The official use of social media has the potential to compromise compliance with legislation, particularly in regard to accessibility, privacy and recordkeeping. Content contributed by anyone may infringe upon the rights of others in areas such as defamation, intellectual property and fraud. Due to the seriousness of these risks and the association with official government business, the official use of social media must be subject to a risk assessment. The mitigation or acceptance of these risks is the responsibility of senior executives.

Appendix A provides an implementation checklist covering the major impact areas identified in this Guideline.
4 What is official, personal and professional use?

4.1 Official use of social media

This document provides guidance on the selection, establishment and management of official social media accounts. Official use of social media is any use of a Queensland Government-managed social media account, profile or presence by an authorised user. Comments made through official social media accounts are representative of the agency and made by those authorised to do so. Uses can include: publishing messages, uploading content (text, images, video), and responding to communication from others.

Example:
- Sam Green is the Online Media Liaison Officer for the department he works for. The department has accounts with Facebook, Twitter, YouTube, Flickr and Ning, that Sam is authorised to use to communicate Agency information after it has been published on the department website. Sam uses a departmental login to respond to any public enquiries or comments from the social media accounts. Sam doesn’t add any comment relating to his personal/private life or publish his private or personal details. Sam captures all of his responses for recordkeeping purposes.

4.2 Professional use of social media

Professional use of social media is based on your area of expertise and association with other practitioners in that field.

Example
- Stuart White is a Forensic Scientist working in a Government laboratory. Stuart is a highly respected expert in his field and blogs about developments in the industry informed by his work. He is careful not to disclose information about cases he is working on and provides disclaimers on his blog disassociating his views with those of his employer.

4.3 Personal use of social media

Personal use of social media is defined as individual or private use and not attributable as an official or professional use.

Examples:
- Jane Smith has personal Twitter and Facebook accounts. She uses them to keep in touch with her family and friends. She has limited personal information in her profile. She does not use Twitter or Facebook to comment on her work or her professional life.
- Laura Black has a Facebook and a Flickr account that she uses to publish photos and commentary from her holidays for her friends. Laura has included many of her work colleagues as her friends on Facebook and Flickr.

4.4 Find out more

These guidelines relate to the official government use of social media. For further advice about personal and professional use, the following may be of relevance:
- Information Standard 38: Use of ICT Facilities and Devices (IS38) – accessing social media sites for limited personal use
• the Code of Conduct for the Queensland Public Service\(^2\) (or equivalent) – covering behavioural considerations
• the Australian Public Service Commission – Protocols for online media participation\(^3\) – Federal government online protocols (relevant, but not applicable to the Queensland Public Service).

5 What is online community engagement?

Community engagement refers to the connections between governments, citizens and communities on a range of policy, program and service issues. It encompasses a wide variety of government–community interactions ranging from information sharing to community consultation and, in some instances, active participation in government decision making processes\(^4\).

Online community engagement is any form of community engagement that occurs in the online channel. Opportunities to engage online are shaped by the technologies available and community preferences for how they want to be engaged. Over the last few years, the online environment has changed to enable individuals to create, share and engage with web content rather than being a passive recipient of content. The evolution and popularity of social media has made available new techniques for online community engagement and additional avenues for consultation and interaction with citizens and communities in ways that can facilitate dialogue, creativity, collaboration and participation. Refer to the Online community engagement guideline for further information about how the online channel can complement your community engagement activities.

The Queensland Government has invested in a suite of online community engagement tools known as the Get Involved Online Consultation Toolkit.

5.1 Get Involved online consultation toolkit

The Get Involved Online Consultation Toolkit is a suite of tools designed to engage with the community on matters of public policy. The toolkit is comprised of online forum, poll, survey and other consultation tools which suit a range of engagement methods. The toolkit can be used in conjunction with social media and provides a trusted mechanism to capture the opinions of the community combined with the power to analyse the results. Refer to the Online community engagement policy for further information.

Contact Smart Service Queensland via email onlineservices@smartservice.qld.gov.au for guidance in setting up your online consultation.

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\(^2\) Refer to the Public Service Commission website (http://www.psc.qld.gov.au/page/valuing-people/qps-code-conduct.shtml)


6 Social media governance

Official agency accounts using social media tools represent the public face of the government in those environments. Consequently, it is recommended that the selection, establishment and use of social media accounts have strategic, tactical or operational intent and follow the relevant agency governance and approval processes which should include:

- the suitability of specific social media tools for the circumstances and their capability to deliver the outcome required (refer to Appendix B - Choosing the right tool)
- adoption of appropriate security precautions
- management of the creation of, access to, and closure of official social media accounts
- commitment to ongoing relationship management
- monitoring of social media activities
- transparency when managing social media accounts
- alignment with QGEA information principles
- approval by the agency CIO (or their delegate)
- listing of the account access details in the agency register.

Governance structures and processes will vary across agencies and across activities social media may be used to support. Ideally, social media governance would be embedded within or build upon existing governance structures and not require the development of separate processes that separate social media from the activities they support.

For example, when using social media to support a communication activity, existing agency governance processes requiring a formal communication plan or strategy would be applied. Social media would be incorporated as a channel for the delivery of messages in the same way as print media, radio or television. Similarly, the community engagement and recordkeeping procedures of the agency would guide appropriate conduct in that regard.

When it comes to the publishing of messages to a social media account, governance processes relating to web publishing may be relevant, requiring the same governance to be applied to publishing to Facebook as would be applied to content on an official agency website.

Within each agency governance structures, policies and processes relevant to the governance of activities that use social media might include:

- risk management planning
- right to information
- information security
- information licensing
- communication strategies
- policy development frameworks
- community engagement guidelines
- applicable code of conduct
- web publishing policies
- records and information management policies.
6.1 **Success measures**

As with other organisational activities, social media accounts should be subjected to measurement to assess whether or not they are achieving business objectives.

Those who are carrying out social media activities on behalf of the organisation are responsible for gathering those metrics which have been agreed for their specific channel and providing that data on a regular basis.

For guidance on potential success measures, refer to Appendix F – Social media success measures.

7 **Establishing meaningful, manageable social media presences**

Agencies should avoid the establishment of social media presences for narrowly defined subject areas such as campaigns; instead strategically build a social media footprint with a focus on general customer groups and ongoing relationships.

Social media accounts should complement other channels used for major or core activities of the agency and allow business areas to clearly identify which social media accounts within the agency are intended to broadly reach the audience sought for engagement.

Specific activities are then able to be presented within a broader framework and audience, supporting potentially longer term ongoing relationships based on broader interests that can be transitioned to other activities that represent agency core business over time. The social media presence can be built over time to have an established audience who know and have confidence in the social media presence, and are readily accessible when new activities are supported via the account.

8 **Committing to ongoing relationships**

Establishing an official social media account creates an expectation of an ongoing dialogue and engagement with government. Before establishing social media accounts, agencies should assign appropriate resources in preparation for the continuing relationship expectations of the community. Officers with access to official social media accounts should be appropriately skilled in the use of social media and briefed on their role and responsibilities.

The immediacy with which social media content is distributed challenges hierarchical approval methods and it is recommended that social media officers be appointed with delegated authority to represent the agency and supported by appropriate reporting and escalation processes.

Officers representing the agency through official social media accounts must comply with the Code of Conduct for the Queensland Public Service (or equivalent) and be made aware how the Code is relevant in an online context.

Using social media successfully requires successful relationship management. Successful relationship management requires a consistent approach in the way in which an agency conducts itself through its social media account. This means having an understanding of the agencies reputation, always presenting the same persona and using a consistent voice when speaking on behalf of an agency. When multiple officers are representing an agency through the same account, it is advisable that they share an understanding of the
organisation’s reputation online and adhere to a common style guide with representing the agency.

Consideration should be given to the potential issues and discussions that may arise when engaging with the community through official social media accounts. Officers representing the agency should be equipped with the knowledge, skills and understanding of their role in representing the agency. Officers should be provided with appropriate training in areas such as social media, media relations, code of conduct, privacy, defamation law and intellectual property as the subject matter expertise and delegated authority necessary to represent the agency in that field.

8.1 Managing expectations

When considering the establishment of a social media presence an agency should define the ways in which it will and will not be used. For example, if an account will be used to respond to individuals who contribute messages consider: how will this be managed outside of business hours; what expectation does this raise and how will they be managed? Will you respond to all messages? If not, how does that affect the relationship with others who observe that? If an account is not used to respond to individuals, how will this impact upon the credibility of the account, and how can this be managed?

Be clear with those using the presence through both actions and statements. Some things to consider in managing expectations include:

- be timely and consistent with responses
- where individual responses on the social media presence are not made, develop standard responses directing people to other channels such as a phone number, complaints process, contact us page or feedback form
- develop standard responses supporting moderation, for example: ‘Posts containing offensive language are deleted as they breach the terms and conditions of this service. View the terms and conditions.’
- use account settings that limit the opportunities for contributors to submit offensive materials, such as preventing the posting of images, video or hyperlinks
- develop customised disclaimers or terms and conditions accessible from the social media presence.

8.2 Responding within social media

Responding to others within social media is an official communication from the agency, and the choice to respond should be based on deliberate decision making that considers the expectations of users of the service as well as the risks associated with individual instances and issues.

In addition to considering the risk of responding, agencies should also consider the risks of not responding. Social media is an interactive channel, and users’ initial expectations may be high in terms of responsive access to government via social media. Whilst through statements and actions these expectations can be mitigated to some degree, the emergence of a significant issue on a social media presence is an opportunity to engage early and directly with those already talking about it to deliver messages that can clarify and diffuse.

Refer to Appendix C for guidance on ‘Should I respond?’
8.2.1 Moderation

Agencies have a responsibility to moderate content or messages submitted through social media applications to protect against issues like offensive language and behaviour that may breach service terms and conditions or the law.

Agencies also have a responsibility to ensure social media is used genuinely, meaning that where users are enabled to publish content or comments they should not be edited where valid criticism or an alternate point of view (e.g. political or ideological) is expressed.

Some tools exist that can assist with moderation, such as http://www.contextoptional.com/products/ for Facebook. Agencies should explore options for moderation management that balance risk and value for money in terms of the activity the social media presence supports.

8.2.2 Use a disclaimer

Agencies should develop disclaimers accessible via the social media presence that account for social media and advise users on how the agency manages their social media presence. In line with Information Principles, the disclaimer should be hosted on the official agency website and linked to/from relevant social media accounts.

8.3 Monitoring social media activities

Responding in a timely manner, particularly to critical issues, requires that agencies monitor the activities on its accounts as well as third party social media accounts, tools and websites (similar to the way mainstream media is monitored). While this may seem a daunting task, customer research and analytics will help inform the selection of sites, tools and terms that warrant the most attention. It is also recommended that agencies establish an incident reporting process for the documentation of significant issues and the action taken.

As part of a risk-managed approach it is advisable that the agency consider scenarios that may occur through social media and document the response as a guide for official social media officer/s. This will help pre-empt and ensure a consistent response to the community should critical incidents occur. Refer to Appendix C – Should I respond?

Even if official government accounts do not exist, monitoring what is said about an issue, agency or topic is an advisable source of information for government. Monitoring social media pertains not only to the activities on an official agency account but also third party accounts, networks and groups.

Monitoring can also be applied by third parties observing the interaction with the community. This is advisable for those responsible for the reputation of the agency, incident reporting or records management.

Several tools and services exist to assist in the monitoring of individuals, accounts or terms. For further information, refer to Appendix E - Research and monitoring tools.

9 Transparency when using social media

Agencies should be fully transparent in their interactions within social media, including the addition and removal of content. Any officer responding to and/or posting new comments should identify the comment as an official response from an agency.
9.1 Identify as an official government presence

When publishing using social media, agencies should identify the account as an official government presence. For example, an officer seeking to respond to a post on an official Facebook account or publish an official video to YouTube should not do so using a personal account, but using the official account that is named to represent the agency or activity.

Other ways to identify and convey the official status of social media presences include:
- use of Queensland Government Corporate Identity where approved
- cyclic links between agency website and the social media account (for example, link to a page on the agency website that also links to the official social media account – evidencing its official status)
- use of custom disclaimer messages or terms of use hosted on the official agency website.

9.2 Communicate account closures

Where an agency wishes to close a social media account the agency should advise via the account:
- the reasons for closure
- options for further communication or engagement.

10 Accounting for policy and legislative requirements

The following policy and legislative requirements are combined as they share commonality in the risk of non-compliance. The changing nature of social media and the myriad of applications requires that each case be assessed on it merits as well as the terms of use for the chosen social media tool at the time. The recommendations in these guidelines are provided for consideration and agency legal advice should be sought as part of the business case for establishing an official social media channel.

10.1 Information security

Information Security is a necessary part of managing any use of social media in Queensland Government departments. Information Standard: Information Security (IS18) requires that agencies employ an approval mechanism to control the access of official personnel representing the agency through its official social media accounts. It is recommended that a central register of official social media accounts be maintained including the account’s purpose and the officers with access permission. It is also recommended that agencies nominate a central contact point for social media matters.

All social media planning should be done in accordance with the department’s Information Security and Information Management policies and procedures.

10.1.1 Potential risks
- Sharing your personal login details with others.

10.1.2 Avoiding security
- Implement tools that allow multiple personnel to access the same account.
10.2 Intellectual property infringement

The term ‘intellectual property’ covers the various legal rights to protect the result of original and creative effort. Intellectual property created by a Queensland Government agency representing the state, is owned by the State of Queensland, rather than by a particular agency. However, if an agency has a ‘beneficial use’ delegation an agency may authorise reproduction/use of the intellectual property that it creates.

10.2.1 Potential risks

- re-tweeting or sharing content without acknowledgement to the original author
- posting photos to Flickr or Facebook without consent from the agency, participants or photographer
- copying work such as songs, articles, movies, or software, from a source without being authorised to do so is a breach of intellectual property
- posting government content on social media sites whose terms of service do not comply with government policy
- social media sites may have royalty-free licence on intellectual property to use, copy, reproduce, adapt, modify, publish, transmit, display and distribute your content.

10.2.2 Avoiding intellectual property infringement

- complete the Intellectual Property online training course to understand intellectual property policies and guidelines
- produce content specifically for social media sites – if choosing to post government content on social media sites, be mindful of the potential conflict between the site’s terms of use and the intellectual property requirements
- do not post third party information without permission or licence – where the third party has provided permission, check the permission is broad enough to cover posting to social media
- if in doubt, contact the Crown Copyright Administrator via email, crown.copyright@qld.gov.au

10.3 Misrepresentation

Misrepresentation is the giving of false information by one party to the other before the contract is made, which induces them to make the contract. The false statement must be one of fact, as opposed to a statement of opinion or a promise. A misrepresentation is innocent where the trader believes that the statement she or he is making is true and consequently has no intention to deceive the buyer. It is fraudulent where the trader makes the statement knowing it to be false or without believing in its truth, or without caring whether it is true or false. In that case, the maker may be guilty of the offence of fraud as well as misrepresentation.

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5 Contact: http://intranet.deedi.govnet.qld.gov.au/dsdweb/deedi/intranet/content/ip/toolbox/ip_home.htm

10.3.1 Potential risks

- By unknowingly providing misleading information online which encourages followers, fans or subscribers to enter into a contract for participation or purchase of a product or service.
- For example, conducting an online competition to encourage the public to sign up to a new government initiative. Unknown to you, the initiative will place the entrants on a mailing list for market research. In this situation you have unknowingly misled the public into entering a competition which has placed them as a target for market research.

10.3.2 Avoiding misrepresentation

- ensure false impressions are not created
- ensure statements as to future events can be supported at the time they are made
- seek legal advice when considering contracts, terms and conditions.

10.4 Recordkeeping

Information that provides evidence of business activity or a business decision is a public record. The *Public Records Act 2002* covers all public records irrespective of the technology or medium used to generate, capture, manage, preserve and access those records. Records created through the use of social media should be captured and managed in accordance with the *Public Records Act 2002* and the associated recordkeeping Information Standards (*Information Standard 40: Recordkeeping* and *Information Standard 31: Retention and Disposal of Public Records*).

Remember that a public record may exist in any format, including emails, text messages and other digital forms.

Different agencies use different recordkeeping systems and processes. In addition, different projects or initiatives may require more detailed recordkeeping controls depending on the risk and/or visibility of the initiatives, among other factors. Therefore, consideration should be given to what records need to be kept of the business being transacted, and how these records will be managed as part of your agency's broader recordkeeping framework when planning the use of social media.

Common information about the records you are creating that may need to be captured includes:

- date of discussion or business activity
- details of your name and other stakeholders involved
- key discussion points
- details of instructions or advice provided
- approvals, decisions and recommendations made.

Consult with your records management area to establish the best process for your department to capture and manage records created through social media applications. Further advice on managing records is available from Queensland State Archives at [www.archives.qld.gov.au](http://www.archives.qld.gov.au).

10.5 Accessibility

Federal and state anti-discrimination law helps protect people from discrimination and harassment. For example, the *Anti Discrimination Act 1991* prohibits unlawful discrimination in certain areas including work, education and accommodation. *Information Standard 26:*
Official use of social media guideline

Internet (IS26) requires that ‘Agency internet sites should provide for maximum accessibility and usability for all groups of the community and maintain a consistent and customer focused view of Queensland Government.’ This includes conformance with Web Content Accessibility Guidelines (V2.0).

Social media offers new ways to involve and interact with the community in many aspects of their lives. Unfortunately, access to official social media accounts may be constrained by:

- lack of access to a computer
- inadequate skills to operate a computer
- lack of access to a reliable internet connection
- excessive internet access fees
- organisational restrictions on access to the social media platform
- not being a follower/friend of the official social media account
- lack of conformance of social media platforms with Web Content Accessibility Guidelines.

Where appropriate, content on official social media accounts will also be made available in an accessible alternative format on other official Queensland Government channels. In many cases, this alternative may be represented on Queensland Government internet sites, however given the social interaction inherent through social media, it may also be appropriate to refer individuals to telephone or face-to-face channels.

Example:

- promoting a new initiative via Twitter to 4,000 followers, thereby excluding a large segment of the community
- publishing online video via YouTube without an accessible equivalent such as caption or audio equivalent content.

Accessible alternative:

- using the Consistent User Experience (CUE) Online Video Template on a Queensland Government website
- publishing the initiative on a (accessibility-conformant) Queensland Government website and syndicating the content to official social media accounts
- alerting phone/counter operators of the initiative to include as part of their service delivery of related services
- monitoring comments on social media accounts to inform possible amendments to the official channels.

10.6 Information management

It is to be expected that official social media accounts will be relied upon as authoritative sources of government information. Accordingly, it is vital that social media content aligns with that available through other official channels.

It is preferable that social media is not the primary information source. Instead, social media broadcasts or discussions should based upon or direct users to an agency-managed point of truth. Agency websites or customer service points are the preferred single point of truth and social media posts relating to specific departmental information should reflect or direct users to the best source of truth.

Where possible, ensure content exists on agency websites or customer service points prior to announcing on social media accounts. Avoid using social media channels in isolation to release information to the public or any other stakeholder which has not already been released publicly on a Queensland Government website or customer service point.
The best way to deliver content in this way is to align it with QGEA information principles. That is delivering a consistent message through a variety of fit-for-purpose channels and ensuring that the information delivery is:

- transparent - the public has a right to information
- trustworthy - information is accurate, relevant, timely, available and secure
- private - personal information is protected in accordance with the law
- equitable - information is accessible to all
- valued - information is a core strategic asset
- managed - information is actively planned, managed and compliant.

10.7 Defamation

Defamation is the injury to another person’s reputation either directly or implied through the publication of words or sounds\(^7\). It does not matter if the defamation was unintentional.

10.7.1 Potential risks

- Making false accusations about an individual on a public forum which cannot be substantiated for example ‘The owner of Organisation XYZ is corrupt and their products are rubbish’.
- Defamation action may be brought, not only against the original publisher, but also against anyone who takes part in the publication or re-publication of the material.

10.7.2 Avoiding defamation

- Do not post information online that is a rumour or confidential relating to a business or individual.
- A government employee who has identified oneself should not complain about a business or individual online, whether information is verified or not.
- Avoid re-tweeting or commenting on posts and tweets which may be a rumour or confidential relating to a business or individual.

10.8 Negligence

Negligence is the failure to act when bound by a duty of care. You should take reasonable action to avoid acts or omissions which you can reasonably foresee would be likely to injure someone. The degree of care which the law requires is that which is reasonable in the circumstances of the particular case.

10.8.1 Potential risks

- If a Twitter user lodges a complaint through Twitter to a government agency, the agency acknowledges receipt of the message but does not act on the complaint and the complainant sustains injury as a result. If a Twitter complaint is acknowledged, it should be treated in the same way as a phone call or email complaint.

---

**10.8.2 Avoiding negligence**
- Avoid providing advice or recommendations unless part of your standard customer service scripting or information passed through your official approval processes.
- Establish systems and processes to appropriately monitor and respond to social media channels.
- Explicitly set expected response times and state any limitations to responding (such as during business hours), or disable comments if resources are temporarily unavailable.
- Recommend appropriate channels for certain types of communication (such as emergencies).

**10.9 Privacy**
Social media by its nature can result in the disclosure of personal information in a public way. Privacy is one of the major concerns of those using social media and the following sections provide guidance on how to make use of social media, while complying with the information privacy law.

**10.9.1 Solicited and non-solicited personal information**
When someone follows you on Twitter they provide you with information that you do not solicit. This is known as 'non-solicited information'. If the agency is not actively collecting the information, merely receiving it, there is no requirement for a collection notice. By 'pushing information out' you are only collecting the information as you would for normal web-based activity which can be satisfied through a privacy policy (for example: [http://www.oic.qld.gov.au/privacy-policy](http://www.oic.qld.gov.au/privacy-policy)).

If a response is invited, it is incumbent on the agency to inform people that when they are responding to the agency's invitation, the potential exists for that response to be disclosed to 'the world at large' and a collection notice satisfying the Information Privacy Principles is required. The following is provided as an example:

You are invited to contribute to debate on this issue by submitting your views, opinions or comments. By doing so, you agree to your comment being made public through [name of social media] either immediately upon posting. You also agree that your comment may move outside of Australia, for example [name of social media] is viewed by people in other countries. [Organisation] is subject to the *Information Privacy Act 2009*, and is committed to respecting your privacy. If you have any concerns or questions, please view our privacy policy here[link] or contact [contact].

**10.9.2 Photos**
If the agency is disclosing personal information (such as photos) on official social media accounts, consent must be obtained from the individual/s concerned.

Some people may avoid using or engaging through social media due to privacy concerns. Others, who may actively use social media, may not feel confident in publicly sharing their opinions about government. When establishing and using official social media accounts,
consider additional channels, both online and offline that complement the purpose of your social media account.

One alternative to using social media is the use of consultation tools such as the Queensland Government ‘Get Involved’ website, which enables people to submit their ideas privately, anonymously or with a greater assurance of security. If the consultation subject matter is particularly sensitive (e.g. adoption/child abuse) or where the public sharing of views is not in the interest of the consultation outcome, consider using more private community engagement methods. Social media can then be used to promote online consultation opportunities, directing traffic through official government websites.

The Queensland Office of the Information Commissioner (OIC) has developed guidelines for managing privacy in accordance with the Information Privacy Act 2009 and the Information Privacy principles. The Information Sheet: Personal Information: Disclosure, the World Wide Web and Section 33 detail requirements for personal information and the Internet.

The Department of the Premier and Cabinet has produced guidance material on the consent to use photos of individuals by the Queensland Government and may be relevant depending on the terms of use for the chosen social media tool. Refer to The Queensland Government Image Library project (Queensland Government employees only).

The Australian Public Service Commission has set up interim protocols for online media participation, refer specifically to Annex A – Principles for participation online.

10.9.3 Potential risks

- Posting photos of an individual or public event without signed consent to use the images of the people in the photo online.
- By not providing adequate notice of how personal information will be used, transmitted, accessed or protected.

10.9.4 Avoiding breaches of privacy

1. Comply with the Information Privacy Act 2009, for example:
   a. link to a collection notice detailing how personal information will be used, who will have access to it and how it is protected
   b. seek consent before posting photos or other personal information to official social media accounts
   c. seek the consent to the personal information being transferred out of Australia. Social media by its nature will result in the transfer of personal information out of Australia via official social media accounts.
2. If in doubt, contact the Queensland Office of the Information Commissioner for guidance.

10.10 Other risks to be aware of when using social media

10.10.1 Posts are viewable around the world instantly

Posts through Twitter, Facebook or any other application you may be using should be accurate, approved and proof read for grammar and spelling errors. The message is instant and may be seen by readers around the world within a moment.

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8 Office of the Information Commissioner (http://www.oic.qld.gov.au)
‘Twitter user ‘theconner’ was happy as she had just landed a well-paid job from internet company Cisco, but was not sure whether to accept. She tweeted the following: “Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work”. However soon after the company rescinded the offer tweeting: “Who is the hiring manager? I’m sure they would love to know you will hate the work. We here at Cisco are versed in the web.”’

Top 10 worst tweets, (http://www.telegraph.co.uk/technology/twitter/5250680/Top-10-worst-tweets.html) 19 May 2010

10.10.2 Advertising and uncontrolled content may be placed around content

Readers may associate advertising appearing around your content as your agency endorsing the products. Similarly, content submitted by other parties may appear alongside your content without your control and appear inconsistent with your own communication messages.

Consider: Below is an example of what may appear around your content on Facebook. If your content related to starting a small business or financial scams, how might they be viewed in combination?

10.10.3 Research

Social media sites may collect and use information from profiles and sites may use your details for third party research.

Unless specified in the settings, Facebook can access and use your profile picture for advertising to your network. Facebook advertising targets demographic groups based on your age, sex, entries in your hobbies, music and previous employment and education.

10.10.4 Other users

You have no control over other user’s content or what they will do with your content.

The internet is a free space and many social media sites, like Twitter, do not have approval requirements for posting about, or to other participants. Twitter users are able to post anything they want about your brand without a process to remove the comments. In your business plan, consider all possible scenarios that could affect your campaign and prepare for how you are going to react to these.

‘The media savvy people who work at Mars-owned Skittles, instead of building their own website, redirected Skittles.com to a Twitter search results page. They had not prepared for pranksters to flood the page with unflattering remarks about the brand such as: “Skittles got stuck in my mouth while I was driving, forced me to slam into orphanage, killing hundreds. I’ll never eat them again.”

Top 10 worst Tweets (http://www.telegraph.co.uk/technology/twitter/5250680/Top-10-worst-tweets.html), 19 May 2010
10.10.5 Services are provided ‘as-is’ or ‘as available’

If you are relying on social media to deliver your message, the services are ‘as is’ which means Twitter or Facebook may not be available when required. Social media is normally provided through a third party and content stored on servers around the world.

10.10.6 Name squatting

Social media sites can reclaim the account if inactive for more than six months. It is advised to not create a social media profile with no intention of using it. Users will be frustrated by finding the account inactive if they are interested in the following or joining your group. Twitter terms and conditions state that they can reclaim accounts that have been inactive for more than six months.

10.10.7 Deleting content

Removed or deleted accounts and content may remain in searches or backup files indefinitely.

If incorrect information is delivered through a social media application, deletion is not always the best option as the content may have already been viewed by users and possibly saved.

10.11 Find out more

Refer to Appendix G – Privacy and Security Tips.

11 Business plan

Business plans for the use of social media tools should be added to your existing marketing, communications or engagement plan. To provide guidance a recommended plan has been created.

11.1 Example business plan

11.1.1 Find the audience

- Determine your message and who the message is intended for:
  - What aspects of your message will attract the target audience?
  - What will the audience want to know from you?
- Research the language used by the target audience and how they communicate. If you are communicating with technology savvy people, ensure you research technology based terminology.
- If using Facebook, Twitter, LinkedIn or other social media sites ensure you understand how the site works, how users respond and acceptable behaviour.
- Ensure you understand the terms of use for social media sites prior to creating an account.

11.1.2 Predict your audience’s problems

- Research what issues may come up or questions the audience may ask. Answer these questions through your message. Be ahead of the audience.
• Providing evidence or further information to your message to allow the audience to investigate the message.
• Find ways to spell out your message and show the audience why the message is important or relevant to them.
• Create a list from the above research of questions, evidence and important messages. Prepare to keep this list updated through the process.

11.1.3 Plan who is responsible and schedule

• Decide who will be responsible for the following tasks:
  – information gathering and research
  – maintaining and updating the social media accounts
  – monitoring online activity.
• Schedule time for these duties – rather over budget than under budget time.

11.1.4 Create the plan

• Document the process and people responsible.
• Think of traditional planning processes, like mind mapping, to organise your thoughts.
• Create a shared calendar for all team members working on the project. Include all duties including scheduled times for updates, research and monitoring.
• Create a schedule of content updates. This is vital, and while it may change over time, having a schedule in place to begin with will keep you on track and ensure the account maintains the interest of the audience. For example a Queensland Health flu schedule may look like:

<table>
<thead>
<tr>
<th>Date and time</th>
<th>Account</th>
<th>Message</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 July 2010, 10am</td>
<td>Twitter</td>
<td>Post a message about getting the flu shot to protect against flu this winter.</td>
<td></td>
</tr>
<tr>
<td>6 July 2010, 3pm</td>
<td>Facebook</td>
<td>Post a link to an article on the Queensland Health websites on keeping healthy during the flu season.</td>
<td></td>
</tr>
<tr>
<td>7 July 2010, 10am</td>
<td>Twitter and Facebook</td>
<td>Post a message to pregnant mums about flu and pregnancy.</td>
<td></td>
</tr>
</tbody>
</table>

12 Resources

Adequate, skilled and dedicated social media officers are imperative to the successful use of social media. The strategic selection, management and maintenance of a social media account is a specialist skill. It is advisable to train and appoint social media personnel or at least recognise this as a significant function within existing roles. The resource implications for an agency will depend upon the size of agency, the issues managed by its portfolio, the social media tools employed, the audience size and the implementation method. Before establishing a social media account, the resource implications should be considered. Refer to Appendix D for recommendations on social media resources.
## Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUE</td>
<td>Consistent User Experience. The standard and template used to present the Queensland Government as a single entity and ensure an optimal user experience across Queensland Government websites.</td>
</tr>
<tr>
<td>Official social media use</td>
<td>The representation of the Queensland Government (or its agencies) through a social media platform. E.g. using a social media account to announce a government initiative.</td>
</tr>
<tr>
<td>QGEA</td>
<td>Queensland Government Enterprise Architecture.</td>
</tr>
<tr>
<td>Social media</td>
<td>A set of technologies, such as wikis, blogs, microblogs, social media, social bookmarking, tagging and tag clouds, social feedback, discussion, forums, idea engines, answer marketplaces, prediction markets, and virtual worlds that facilitate mass collaboration.</td>
</tr>
<tr>
<td>Social media account</td>
<td>An established profile using a social media platform for the purpose of official social media use. E.g. the Department of XYZ Facebook Page.</td>
</tr>
<tr>
<td>Social media tool</td>
<td>An online utility delivering social media functionality. Facebook and Twitter are two examples.</td>
</tr>
</tbody>
</table>

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9 Gartner 2009, How to Educate Police on Their Own Personal Use of Social Media
## Appendix A Implementation checklist

As part of the implementation of the Official use of social media policy, it is recommended that the following is completed, signed off by the agency Chief Information Officer and endorsed by the responsible senior executive.

Official Social Media Tool selected: ______________________________________

<table>
<thead>
<tr>
<th>Agencies should implement formal governance arrangements for official use of social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• How does the social media tool align with the agency’s strategic direction?</td>
</tr>
<tr>
<td>• What is the purpose of the social media account?</td>
</tr>
<tr>
<td>• How will the Queensland Government Corporate Identity be represented?</td>
</tr>
<tr>
<td>• What are the measures of success for the account?</td>
</tr>
<tr>
<td>• How does the proposed account fit within the agency’s community engagement and</td>
</tr>
<tr>
<td>communication plan?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agencies should manage the creation of and access to official social media accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Proposal entered into the agency’s central social media register.</td>
</tr>
<tr>
<td>• Delegated authority to represent the agency assigned to:</td>
</tr>
<tr>
<td>• Account holder details recorded to ensure continuity of access.</td>
</tr>
<tr>
<td>• Content management:</td>
</tr>
<tr>
<td>• How will content be produced?</td>
</tr>
<tr>
<td>• How often will content be posted?</td>
</tr>
<tr>
<td>• Who will add new content keeping in mind accessible alternatives?</td>
</tr>
<tr>
<td>• Who will administer comments and responses (administration should occur at least</td>
</tr>
<tr>
<td>once per day)?</td>
</tr>
<tr>
<td>• How will posts and comments from the channel be records-managed?</td>
</tr>
<tr>
<td>• Who will review and approve comments and respond if relevant?</td>
</tr>
<tr>
<td>Agencies should commit to ongoing relationship management</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>• What is the nature and size of the audience?</td>
</tr>
<tr>
<td>• Number and positions of staff allocated and trained to</td>
</tr>
<tr>
<td>represent the agency.</td>
</tr>
<tr>
<td>• Do the responsible officers have necessary expertise</td>
</tr>
<tr>
<td>and competence to create, maintain, monitor and manage</td>
</tr>
<tr>
<td>this account? Do these officers understand the</td>
</tr>
<tr>
<td>applicable Code of Conduct requirements in a social</td>
</tr>
<tr>
<td>media context? If not, what training will be undertaken?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agencies should monitor social media activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What critical topics or issues could be expected to</td>
</tr>
<tr>
<td>arise when engaging the community in this context?</td>
</tr>
<tr>
<td>• What tools/services will be used to monitor this</td>
</tr>
<tr>
<td>social media activity?</td>
</tr>
<tr>
<td>• Incident reporting procedure to be used:</td>
</tr>
</tbody>
</table>

<p>| Agencies should be transparent when managing social     |</p>
<table>
<thead>
<tr>
<th>media channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Community engagement response guidelines to be used:</td>
</tr>
<tr>
<td>• Code of conduct understood and signed by authorised</td>
</tr>
<tr>
<td>officers:</td>
</tr>
</tbody>
</table>

<p>| Social media use should take account of legislative and |</p>
<table>
<thead>
<tr>
<th>policy requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Are there any conflicts with the social media tool’s</td>
</tr>
<tr>
<td>terms of service and legislation or policy? If so,</td>
</tr>
<tr>
<td>how is this risk mitigated?</td>
</tr>
<tr>
<td>Particularly considering:</td>
</tr>
<tr>
<td>- Security</td>
</tr>
<tr>
<td>- Recordkeeping</td>
</tr>
<tr>
<td>- Intellectual property</td>
</tr>
<tr>
<td>- the potential for user-contributed content to</td>
</tr>
<tr>
<td>infringe upon the legal rights of others.</td>
</tr>
</tbody>
</table>

This section must as a minimum outline how records will be retained and stored, and address any other relevant issues.

<p>| Agencies should comply with the Information Privacy    |</p>
<table>
<thead>
<tr>
<th>Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Is a collection notice available of the social media</td>
</tr>
<tr>
<td>account?</td>
</tr>
<tr>
<td>• Will consent be obtained for any photos posted on</td>
</tr>
<tr>
<td>the social media account?</td>
</tr>
<tr>
<td>• Does the collection notice specify consent for</td>
</tr>
<tr>
<td>transfer of personal information outside of Australia?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social media use should be aligned with QGEA Information Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Which other official channels will be used to support the social media account?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social media use should meet accessibility obligations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Selected social media tools have been assessed for conformance against the Web Content Accessibility Guidelines 2.0 and necessary alternatives prepared for.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signed:</th>
<th>Prepared by:</th>
<th>Endorsed CIO</th>
<th>Approved Senior Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>_______________________</td>
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<thead>
<tr>
<th>Position:</th>
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<table>
<thead>
<tr>
<th>Date:</th>
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</thead>
<tbody>
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<td>_______________________</td>
<td>_______________________</td>
<td>_______________________</td>
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</tbody>
</table>
Appendix B  Choosing the right tool

This Guideline highlights a few of the more popular tools as of June 2010, the ‘Read, Learn, Do’ section assists in self teaching so you may explore other options to locate the tool most useful to your agency and campaign.

The following matrix depicts recommended uses of popular social media tools:

<table>
<thead>
<tr>
<th>Application</th>
<th>Research</th>
<th>Information sharing</th>
<th>Consultation</th>
<th>Active Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference and Wikis</td>
<td>☑</td>
<td>☑</td>
<td></td>
<td>?</td>
</tr>
<tr>
<td>Social media</td>
<td>☑</td>
<td>☑</td>
<td>?</td>
<td></td>
</tr>
<tr>
<td>Blogs and microblogging</td>
<td>☑</td>
<td>☑</td>
<td>?</td>
<td></td>
</tr>
<tr>
<td>Video and image sharing</td>
<td></td>
<td>☑</td>
<td></td>
<td>?</td>
</tr>
<tr>
<td>Get Involved online consultation toolkit</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
</tbody>
</table>

Key

☑ Good fit

? Possible use with support of other techniques
B.1 Which tool is right for your agency or campaign?

**Consultation**
- I want to consult formally with the public on a particular subject
- I want to conduct a survey
- I want to conduct a poll
- I want to moderate a forum

**Microblogging**
- I have a campaign on my website that I would like to generate interest in
- I want to connect with interested members of the public
- I want to provide regular updates with links to media releases or website

**Networking**
- I want followers to feel part of a community
- I have a campaign on my website that I would like to generate interest in
- I want to provide regular updates with links to media releases or website

**Reference**
- I want to provide factual information to promote my department's website
- I want to provide researchers and students easy access to my information
- I want experts to contribute

**Blog**
- I would like to educate and share a specialty topic and receive comment from the public
- I need to regularly post updates and would like feedback from the public

**Image and video sharing**
- I would like to provide content via video or images

---

Get Involved Online Consultation Toolkit

Twitter, FriendFeed, Google Buzz, Posterous

Facebook, My Space, Ning, LinkedIn

Wikipedia

Wordpress, Blogger

CUE Standard Online Video template, YouTube, Flickr, Vimeo
Appendix C  Should I respond?

Has a comment about the Queensland Government or particular agency been identified?

Yes

Is the comment inaccurate or misleading?

No

Is the commenter requesting assistance or advising they are unable to access a government service or resource?

No

Do not respond to the comment.

Yes

Post an appropriate response which corrects the inaccuracy.

Yes

Post an appropriate response which directs the commenter to a relevant touch point for assistance.
Appendix D  Recommended resources

Adequate, skilled and dedicated social media officers are imperative to the successful use of social media. The strategic selection, management, and maintenance of a social media presence is a specialist skill. It is advisable to train and appoint social media personnel or at least recognise this as a significant function within existing roles.

Officers planning to use social media should undergo training conducted by either the social media officer or an external training facility. The Social media communication officer should develop training plans to educate staff in understanding and using social media.

For an agency with approximately 700 employees, the recommended social media model is as follows, however this may vary depending on the popularity of the issue, size of the audience, tool used and implementation method.

1 x Senior online community manager

Duties may include:
- proposing methods of integrating social media into agency strategies
- being the voice of the department in the online space
- planning and managing execution of online campaigns
- engaging with the public on behalf of the department through social media
- advising on use of social media
- advising on public opinion from social media reporting
- understanding social media, how users interact and engaging in an appropriate way for each medium
- involving agency staff in social media activities and identifying which application will achieve results
- active monitoring of changes to the settings and terms of use by the service provider.

1 x Online community support officer

Duties may include:
- monitoring and reporting on public opinion and online activity
- understanding social media, how users interact and engaging in an appropriate way for each medium
- setting up social media accounts
- monitoring agency social media accounts
- updating social media accounts
- identifying and researching new tools and applications
- tracking social media accounts not initiated by communications team and ensuring the accounts are maintained and monitored
- training and advice on social media.
Appendix E  Research and monitoring tools

Monitoring social media is an intrinsic part of having a social media presence. Even if official government accounts do not exist, monitoring what is said about an issue, agency or topic is an advisable source of intelligence for government. Monitoring social media pertains not only to the activities on an official agency account but also third party accounts, networks and groups.

E.1 Alerts

Google alerts - Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic. These can be emailed to your gmail address or added to your Google Reader: www.google.com/alerts.


E.2 Keyword searches

The following tools search across social media applications; the keyword ‘qld premier’ has been entered as an example.

- Social mention (http://socialmention.com)
  - Example: http://socialmention.com/search?q=qld+premier&t=all&btnG=Search
- Day mix (http://daymix.com/)
  - Example: http://daymix.com/Qld-Premier/
- Who’s talkin (http://whostalkin.com/)
  - Example: http://whostalkin.com/search?q=qld+premier&x=0&y=0.

E.3 Social media specific tools

Many tools have been created to help research and monitor particular social media tools. These may be useful for monitoring particular activities on single social media presences. Examples are highlighted in the Choosing a social media tool section of these guidelines.

E.4 RSS feeds

Subscribe to RSS feeds in Twitter for keywords relating to your department or campaign. Recommendation to use Google Reader to track RSS feeds.

Instructions on using Google Reader can be found online:

- Mashable – how to use google reader http://mashable.com/2008/12/07/how-to-use-google-reader/

E.5 Analytics

Analytics software can provide details of websites linking to your agency website. This information can help discern where traffic is coming from, including official social media presences or other web and social media sources. By identifying these and reviewing the sources of traffic you can analyse the nature of the links and potentially address issues and engage audiences in ways that meet the needs identified from social media chatter at the source of existing traffic.
E.6 Google search

View the Google search instructions to improve search results and especially your ability to search within websites to monitor relevant online content.

[link to Google search instructions]

Search within a specific website (site:)

Google allows you to specify that your search results should come from a given website. For example, the query [ iraq site:nytimes.com ] will return pages about Iraq but only from nytimes.com. The simpler queries [ iraq nytimes.com ] or [ iraq New York Times ] will usually be just as good, though they might return results from other sites that mention the New York Times. You can also specify a whole class of sites, for example [ iraq site:.gov ] will return results only from a .gov domain and [ iraq site:.iq ] will return results only from Iraqi sites.

[link to Google search instructions]
Appendix F  Social media success measures

Choose from the following metrics to help determine the success of your social media account.

**Activity Metrics**
- bounce rate
- brand mentions
- comments and trackbacks
- connections (between members)
- contributors
- interactivity (with other media)
- loyalty
- members, friends, followers
- number of groups (networks/forums)
- page views
- posts (ideas/threads)
- referrals
- tags/ratings/rankings
- time spent on site
- virility – spread of posts
- visitors/unique visitors.

**Activity Ratios**
- frequency: visits, posts, comments by time period
- ratios: member to contributor; posts to comments; active to passive contributors, etc.

**Customer service metrics**
- quality and speed of issue resolution
- relevance of content, connections
- satisfaction.

**ROI Measurements**
- cost per lead
- cost per prospect
- lead conversion
- lifetime value of customers
- number of leads per period
- number of new product ideas
- number of qualified leads per period
- ratio of qualified to non-qualified leads
- time to qualified lead.

**Results**
- number of mentions (tracked via web or blog search engines)
- positive/negative listing ratios on major search engines
- positive/negative sentiment in mentions.
Appendix G  Privacy and security tips

While most sites have privacy settings you can adjust to control others’ access to your profile and the information you post, the default setting is usually set to open access. If you only want your profile to be accessible to those you have registered as ‘friends’, make sure you adjust it.

From the Victorian Privacy Commissioner Website, Privacy and security tips

‘Remember that it’s hard to control the information once it is out there

In the online environment, privacy once lost can be extremely hard to retrieve. You can update your profile, but the comments you publish on your space or on someone else’s will probably stick around for a long time, even if you de-register your profile.

Guard against identity theft

Don’t assume that anything you post online is completely private or limited to certain groups, or that the passwords you set up cannot be accessed through inadequate software protection. Even basic information, such as an address, birthday, photo, or mobile number can be coupled with other public information, enabling someone to steal your identity.

Respect the privacy of others

Remember that everyone has different comfort levels when it comes to their privacy. Ask permission before posting information, photos or videos, and respect the choices people make.

Stay safe

In the vast majority of cases, people’s experiences of social media are positive and fun-filled. But it’s best to avoid responding to messages from people you don’t know. If you feel threatened or harassed by a contact, you can remove that person as a friend, preventing them from interacting with you. If the matter escalates, you can report persistent or unwelcome contact to the police.

Use the most appropriate method of communication

When you want to communicate with a single friend or select group of people only, it may be better to communicate directly by email. If you advertise a party on your Facebook or MySpace page, for example, you might run a risk of a lot of unexpected guests.

Understand the site’s privacy policy

Consider the strength of assurances given about security on the sites you visit, and the conditions of acceptance. You might find that you are being asked to consent to wider commercial uses of your information.

Report abuse or misuse

All websites have ‘Contact Us’ sections. Use these details to report abuse or misuse.’

Summarised from the Victorian Privacy Commissioner Website, Privacy and security tips
Fact Sheet 1  Read, Learn, Do

Social media tools and the ways in which they are used change so rapidly, it is not feasible for a guide such as this to be up-to-date. New tools become available, change their offering, or lose favour with the community. As market penetration increases, new support services emerge such as monitoring, aggregation or management of social media accounts.

As part of establishing and maintaining your official social media presence it is recommended that you conduct research and gain practical experience in the tools available, the value they offer, how they are best used and even trialing them on a personal basis beforehand. The references below provide a starting point.

Read

Sign up to the following blogs via Facebook, email, RSS, Google Reader, follow on Twitter or your preferred application

- http://www.mashable.com
  - five steps to taking customer service social
    http://mashable.com/2010/05/28/customer-service-social/?utm_source=feedburnerandutm_medium=feedandutm_campaign=Feed%3A+Mashable+(Mashable)andutm_content=Google+Reader
    summary:
    ▪ apply your current service strategy to social media
    ▪ put human relationships back into your service
    ▪ establish a knowledge base
    ▪ set expectations
    ▪ perform quality assurance.
- http://www.techcrunch.com
- http://www.guardian.co.uk/technology

Learn

- what is social media (http://en.wikipedia.org/wiki/Social_media)
- social media in plain English (http://www.youtube.com/watch?v=MPIOClX1jPE)
- Twitter in plain English (http://www.youtube.com/watch?v=ddO9idmax0oandfeature=channel)
- social media in plain English (http://www.youtube.com/watch?v=6a_KF7TYKvandfeature=channel)
- Wikis in plain English (http://www.youtube.com/watch?v=-dnL00TdmLYandfeature=channel)
- the social media guide (http://thesocialmediaguide.com.au/)

Do

Set up your own personal social media accounts and get involved!

- social media (http://www.facebook.com/)
- microblogging (https://twitter.com/signup)

(To get started follow the advice under the Twitter section of this paper)
  (Not sure what to blog about? There are communities all over the world for the most
  unusual topics – write about your hobby, your family, pets, community group, the
  options are endless!)

• Google Reader
  (Start your Google reader list with the suggestions in the ‘read’ section above)
Fact Sheet 2  Microblogging

Microblogging is a form of blogging. A microblog differs from a traditional blog in that its content is typically much smaller, in both actual size and aggregate file size. A microblog entry could consist of nothing but a short sentence fragment, or an image or embedded video.

As with traditional blogging, microbloggers post about topics ranging from the simple, such as ‘what I'm doing right now,' to the thematic, such as ‘sports cars.' Commercial microblogs also exist, to promote websites, services and/or products, and to promote collaboration within an organisation.


For example:
- Twitter (section 5.1)
- Google Buzz (http://mail.google.com/support/bin/answer.py?hl=en&answer=171454)
- FriendFeed (http://friendfeed.com/)
- Posterous (http://posterous.com/)

Twitter is the most popular microblogging tool as of June 2010. This guideline focuses on Twitter, but it is recommended that departments investigate other options available.

Twitter

Twitter is a free microblogging and social networking site where users send and read messages known as tweets. Tweets are text and links of 140 characters or less and appear on the author’s profile page and within the feed of all subscribers to the author. Subscribers are also known as followers.

Read and learn more about Twitter
- About Twitter (http://twitter.com/about#about)
- Getting started forum (http://help.twitter.com/forums/10711/entries)
- Twitter blog (http://blog.twitter.com/)
- Twitter Guidebook (http://mashable.com/guidebook/twitter/)

Getting started

Consider developing relationships with existing successful social media business users to deliver your message as an alternative to maintaining a department account. If you do decide that a dedicated department account is the best option, consider the following suggestions:

1. Develop a plan as part of your communication strategy before starting to tweet.
2. Plan what your message is and how much information should be tweeted. Twitter is no different to a media release or advertisement and should be treated with the same preparation.
3. Decide if you are going to respond to tweets, once you answer one you will be expected to continue. Twitter users expect the same level of service that would be received via phone or email if you decide to set the precedent to respond to tweets.
4. Prepare to engage through Twitter, you are tweeting with real people who don’t like to be talked at or 'spammed'.
5. Write guidelines on what content should be promoted and how the account should be monitored.
How Twitter can work for you

Coles have created an account and monitor it daily responding to and engaging with potential and current Coles and Coles Online customers.

Conversation flows from bottom up.

- Taloulah22 is making a complaint, Coles responds the same day offering support and requesting more details so they may resolve the concern.
- Duaneyounger asks Coles a general question, same day positive response.
- General chat between Coles and consumer, Coles is approachable to the client.
Successful Queensland account

ABC Radio Brisbane, @612Brisbane (http://www.twitter.com/612brisbane/), have 8,487 followers (as of May 2010) and update Brisbane followers on traffic issues, plane delays, community issues and community announcements daily.

@612Brisbane are ranked the 14th most popular Tweeter in Brisbane (http://twitterholic.com/)

Real life Twitter mistake

‘Hugh Jackman came under fire when one of his tweets mistakenly called Australia’s Sydney Opera House, the ‘Opera Centre’. The Australian actor had to come clean that he wasn’t writing his own posts, instead dictating them over the phone.’


Set up a personal account

Before engaging on behalf of your agency or department create a personal account and get involved with the Brisbane Twitter community to learn and understand how Twitter works and the way in which people interact. A personal account will increase your understanding of what users like/dislike and improve your ability to engage.

The Government 2.0 best practices wiki (http://government20bestpractices.pbworks.com/Australian-Government-Tweeple#Publicservants) have a few government personal user accounts listed to follow to get you started.
Checklist – Microblogging

In addition to the Implementation Checklist at Appendix A, the following is also recommended:

**Responding and monitoring resources (Daily)**

- Set up RSS feeds for keywords relating to the agency or campaign, monitor daily
- Review @ mentions and respond if relevant
- Post new relevant updates
- Check saved searches for comments not in your @ mentions.

**Limited monitoring resources (Weekly)**

- Set up RSS feeds for keywords relating to the agency or campaign, monitor daily
- Scan @ mentions
- Post and schedule new relevant updates
- Scan saved searches for comments not in your @ mentions.

**Example disclaimer - Twitter**

Creators of Twitter accounts do not have the ability to remove ‘tweets’ (comments) on their Twitter account which they may deem to be inappropriate; only Twitter has administrator access and therefore the ability to remove inappropriate tweets.

All Twitter users agree to abide by the Twitter ‘Terms of Services’ ([http://twitter.com/tos](http://twitter.com/tos)) ('Twitter Terms'). The Twitter Rules ([http://help.twitter.com/forums/26257/entries/18311](http://help.twitter.com/forums/26257/entries/18311)) form part of the Twitter Terms ('Twitter Rules'). The Twitter Rules set out minimum standards for use of Twitter and the content of tweets. Any breaches of the Twitter rules can be reported to Twitter by submitting a ‘ticket request’ or reporting the content to Twitter ([http://help.twitter.com/entries/15789-how-to-file-terms-of-service-or-rules-complaints](http://help.twitter.com/entries/15789-how-to-file-terms-of-service-or-rules-complaints)). As a result Twitter may (but it is not obligated to) remove the offending tweet.

**Popular accounts based in Queensland:**

- @612Brisbane
- @david_gough
- @SpreadYourWings
- @Paul_Rasmussen
- @brisneyland
- @brisbanetimes
- @BTUB.

**Twitter tools**

- [http://www.longest.com/cotweet](http://www.longest.com/cotweet)
  CoTweet is a platform that helps companies reach and engage customers using Twitter. Multiple accounts, multiple users and monitor keywords and trends.
  Interviews, moderated discussions and guided live events.
- [http://www.longest.com/quitter](http://www.longest.com/quitter)
  Qwitter e-mails you when someone stops following you on Twitter detailing the last post before the person stopped following you.
• [http://www.longest.com/twitpic](http://www.longest.com/twitpic)
  Post photos to your twitter feed.
• [http://twuffer.com/](http://twuffer.com/)
  Twuffer allows the Twitter user to compose a list of future tweets, and schedule their release.
**Decision tree – use of Twitter**

**Start here**

- **Target audience between the ages of 18-50?**
  - **Yes**
    - Do you have a resource available to monitor activity?
      - **Yes**
        - Would you like to interact and respond to Tweets?
          - **Yes**
            - Regular updates, all @replies should be reviewed and action taken if required.
          - **No**
            - Schedule regular updates, review but do not respond to tweets
        - **No**
          - Twitter may not be the best tool for your campaign.
  - **No**
    - No

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**PUBLIC**

Final v1.0.0, December 2010
Fact Sheet 3  Social Networking

Social networking sites focus on building online communities of people who share a common interest or interested in exploring the interests and activities of others. For example:

- Facebook (http://www.facebook.com/)
- Myspace (http://www.myspace.com/)
- LinkedIn (http://www.linkedin.com/).

Facebook is the most popular social networking tool as of June 2010. This guideline focuses on Facebook, but it is recommended that departments investigate other options available.

Facebook

Facebook's mission is to give people the power to share and make the world more open and connected. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

(Facebook (http://www.facebook.com/facebook?ref=pf#/facebook?v=infoandref=pf), May 2010)

Read and learn more about Facebook

- About Facebook (http://www.facebook.com/facebook?ref=pf)
- Facebook pages vs. groups (http://mashable.com/2009/05/27/facebook-page-vs-group/)
- Apps for Facebook (http://mashable.com/2009/05/13/facebook-brand-apps/).

Getting started

1. Develop a plan as part of your communication strategy before starting setting up a Facebook page or group.
2. Plan what your message is and how much information should be shared. Facebook is no different to a media release or advertisement and should be treated with the same preparation.
3. Decide if you are going to respond to comments, once you answer one you will be expected to continue. Facebook users expect the same level of service that would be received via phone or email if you decide to set the precedent to respond to comments.
4. Prepare to engage through Facebook, you are sharing with real people who don’t like to be talked at or ‘spammed’.
5. Write guidelines on what content should be promoted and how the account should be monitored.

Government and Facebook

A Facebook group has been created titled Facebook and Government (http://www.facebook.com/government? fb_noscript=1#/government?v=wall) which advises on the best ways for government to use Facebook.
**Other Government Facebook pages**

- US Environmental Protection Agency ([http://www.facebook.com/EPA](http://www.facebook.com/EPA))
- The White House ([http://www.facebook.com/WhiteHouse](http://www.facebook.com/WhiteHouse))

**Set up a personal account**

Before engaging through Facebook set up a personal account and understand how Facebook works from a user prospective. Join pages and groups and evaluate how they interact with followers.

**Successful Queensland account**

The Queensland University of Technology ([http://www.facebook.com/pages/Brisbane-Australia/Queensland-University-of-Technology-QUT/45675940303](http://www.facebook.com/pages/Brisbane-Australia/Queensland-University-of-Technology-QUT/45675940303)) fan page includes events, photos, video and announcements relating to students and the university. The page has 1,461 fans and posts information and photos on a regular basis.

![Screenshot 3 QUT Facebook fan page](image)

**Successful international Facebook account**

Barack Obama ([http://www.facebook.com/barackobama](http://www.facebook.com/barackobama)) used social media in his presidential campaign; he engaged target audiences where they socialise and are comfortable interacting. Barack Obama now boasts over 6 million fans. As of March 2009 Barack Obama was the most popular page on Facebook with 2 million more fans ahead of second placed Coca-Cola.
Detailed information on Barack Obama including birthday, degrees, job history, favourite movies/music, and hobbies.

Regular updates including where he is, what he is working on, information for interaction and video.

Over 6 million fans of Barack Obama

Screenshot 4 Barack Obama fan page

Where Facebook can work for you

Bushells have created a successful fan page on Facebook with 8,295 fans. Their page includes fan photos of people drinking Bushells tea, photos of their community work and interaction via comments and posts.
63 comments were received to the latest post “We’re just finalising our competitions and prizes for next year and we wanted to check with our Bushells fans – What’s your favourite sport?”

**Real life Facebook mistake**

‘Bozeman police officer resigns after Facebook page puts bad face on department. The Bozeman police officer who sparked public outcry last month for his comments on a social-networking Website has resigned.’


While it may seem common sense of what to, and what not to post, as a reminder take a look at this short video that the Military have developed for Marines on using social media. ([http://www.facebook.com/video/video.php?v=141629337756andcomments](http://www.facebook.com/video/video.php?v=141629337756andcomments)).
Decision tree – use of Facebook

Start here

Target audience is female between the ages of 18-50?

Yes

Do you have a dedicated resource available to monitor in business hours?

No

Facebook may not be a suitable option for your campaign

Yes

Do you require interaction from users?

No

Target audience is male between the ages of 18 – 50

Yes

Do you have a 24hr resource available to monitor activity?

No

Use with another medium like YouTube

Yes

Will you require interaction from users?

No

Monitored page comments turned off outside of business hours

Yes

24 hr monitored Facebook group open to comments

No

Page with 24hr monitoring

Facebook may not be a suitable option for your campaign
Checklist - Social networking

In addition to the Implementation Checklist at Appendix A, the following is also recommended:

**Page with business hours monitoring (Daily)**
- monitor wall and discussions regularly
- turn off wall comments after hours (set status to inform)
- respond or comment where appropriate
- post new relevant updates.

**Group with 24hr monitoring (Daily)**
- monitor wall and discussions regularly
- respond or comment where appropriate
- post new relevant updates or generate discussions.

**Limited monitoring resources (Weekly)**
- scan comments and updates
- post and schedule new relevant updates
- scan saved searches for comments or new related pages and groups.

**Example disclaimer – Facebook**

Creators of Facebook fan pages have ‘administrator’ access to that fan page and the ability to remove comments and content posted by other Facebook users. The conditions of use for Facebook, the ‘Statement of Rights and Responsibilities’ ([http://www.facebook.com/terms.php?ref=pf](http://www.facebook.com/terms.php?ref=pf)):
- Establish minimum standards of behaviour for users of Facebook, including fans of particular fan pages; and
- Allow an administrator of a fan page to disclose the types of comments and other content they will remove from the fan page and the grounds for which they may ban users from the fan page.

The following text should be made available from a prominent location on any official fan page:

‘Comments and other content posted by you on this fan page may be removed by the administrator if it:

1. impersonates any other person or falsely claim to represent any other person, whether living or dead, real or fictitious
2. is abusive, harassing, threatening or violates the legal rights of others
3. is misleading, deceptive, false, defamatory or libellous
4. is a statement that may interfere with or prejudice the course of or otherwise deals with civil or criminal proceedings that are presently before any court, tribunal, commission or similar body or any investigation by the police, Crime and Misconduct Commission or other agency
5. seeks to raise personal matters which have been dealt with or concluded judicially
6. uses insulting, threatening or provocative language or language that is hateful towards a certain group of people
7. incites hatred on the basis of race, religion, gender, nationality or sexuality or other personal characteristic
8. includes indecent, obscene, pornographic or otherwise inappropriate language, information or other content
9. infringes the intellectual property rights of others or discloses their confidential information
10. contains any commercial advertising material
11. is not relevant to the themes currently being discussed and sought to be addressed in connection with the [Insert description of page] or
12. invades the personal privacy of any other person or groups without their consent

You may also be banned from this fan page by the administrator for posting comments or other content of this nature.”
Fact Sheet 4 Reference

A wiki is an online Content Management System with configurable (but usually liberal) access rights to allow users to easily create and edit web pages within a browser. Wikis are often used to create collaborative websites or corporate intranets. For example:

- Wikipedia (http://www.wikipedia.org/)
- wetpaint (http://www.wetpaint.com/)
- pbwiki (http://pbworks.com/).

Please note there are many wiki options available to you. Wikipedia have been chosen as it is a strong resource to promote your department’s research and work. Please review the Read, Learn, Do section to begin researching other wiki options if Wikipedia is not suitable for your department’s needs.

Wikipedia

Wikipedia is a multilingual, web-based, free-content encyclopaedia project based on an openly-editable model. The name ‘Wikipedia’ is a portmanteau of the words wiki (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning ‘quick’) and encyclopaedia. Wikipedia's articles provide links to guide the user to related pages with additional information.


Getting started

Recommended use of Wikipedia is as support for the content already available on your department’s website. Wikipedia is a great resource to boost your search engine optimisation (SEO) and improve results in searches. Single point of truth is your department’s website, Wikipedia is a secondary medium to find the information.

1. Develop a plan as part of your communication strategy before editing pages.
2. Plan what your message is and how much information should be updated. Wikipedia is no different to a media release or advertisement and should be treated with the same preparation.
3. Write guidelines on what content should be promoted and how the account should be monitored. Ensure to include regular monitoring of updates as part of your guideline.
4. Participate in the discussions when changes are made so you can become part of the community.
5. Wikipedia editors are passionate and actively involved in maintaining and ensuring the integrity of content. Read their comments under the ‘Discussion’ tab before making edits.
6. Wikipedia editing tool is not intuitive, you may need support from your web team to edit content.
7. Other users will edit your content, often their edits will be correcting referencing and reordering of information and may improve the content. Always check changes to ensure accuracy of content.
Checklist - Reference

In addition to the Implementation Checklist at Appendix A, the following is also recommended:

Review of content (Daily)

- add relevant pages to your watch list
- review any changes made to pages
- add relevant content
- participate in discussions if making changes.
Government and Wikipedia

The Department of the Premier and Cabinet is actively involved with the Wikipedia community and updates pages as relevant to the department and campaigns. The official department's page content was added by the communications team and is monitored on a regular basis.

Decision tree – use of Wikipedia

Start here

Does the content exist on your department's website?

Yes

Do you have a resource available to monitor and update?

Yes

Set up an agency account, edit, interact and discuss with other Wikipedia users

No

Add the content to your department's website and then consider Wikipedia

No

Wikipedia is not a recommended resource for your content
Fact Sheet 5  Blogs

There are many options available for blogging, this guideline is not focusing on a particular tool, please research and determine the best option for your department.

To get started selecting a blogging tool, please review the ‘Read, Learn, Do’ section.


Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.

In simple terms, a blog is a website, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not.

Adapted from (Google - Blogger, http://www.blogger.com/tour_start.g, May 2010)

What are blog posts?

To get slightly more technical, the ‘stuff’ that the Google explanation above refers to is better described as posts. Think of posts as entries you might make in a traditional diary or articles that you would find in a magazine.

On a blog the posts are displayed in reverse chronological order so that the very latest post will appear at the top and the earlier posts will appear underneath it.

What makes up a post?

There are some common characteristics that make up a blog post:

- a post will have a title or a headline, similar in format to newspaper articles or the subject field of an email
- the main body of the post, the core ‘blog’ content, appears under the title – your content depends upon your particular blog and is limited only by your imagination, e.g. you may upload a photograph to your post. The title would relate to the photo and the content would be the actual photo and any other content you might want to include
- the post will more often than not have a date and time stamp so that readers will know when you put the post online
- usually posts will have comments, this is where readers can respond to the post – it should be noted that not all blogs have comments despite the value that they can add
- you may also find categories and tags which are ways of describing the post through keywords and themes.

What’s the difference between a web log and blog?

Nothing at all, the term blog comes from web-log, they are the same thing except very few people still use the term web-log.

Getting started

1. Develop a plan as part of your communication strategy before starting setting up a blog.
2. Plan what your message is and how much information should be shared. Blogs are no different to a media release or advertisement and should be treated with the same preparation.
3. Decide if you are going to respond to comments, once you answer one you will be expected to continue. Blog users expect the same level of service that would be received via phone or email if you decide to set the precedent to respond to comments.

4. Prepare to engage through your blog, you are sharing with real people who don't like to be talked at or 'spammed'.

5. Write guidelines on what content should be promoted and how the account should be monitored. Ensure to include regular monitoring of updates as part of your guideline.

6. Blogs are a great resource to boost your search engine optimisation (SEO) and improve results in searches.

7. Single point of truth is your department's website; blogs are a secondary medium to find the information.

8. Link information back to your website.

9. Requires daily monitoring and updates.

10. Creating a personal blog will help in your understanding of the level of commitment required to start, maintain and respond.

**Government and blogs**


**Participation**

Setting up a blog may not be suitable for your agency or campaign, but think about actively participating in existing blogs as a means of:

- interacting with a community of interest
- setting right any rumours or incorrect information
- being a face for your agency or research project.

For example, staff from the Department of Employment, Economic Development and Innovation may benefit from following and participating in blogs about horses given the Equine Influenza and Hendra Virus outbreaks over the past few years.

**Set up a personal blog**

Create a personal Blog on Wordpress or Blogger and start discussing a personal topic of interest. Follow other blogs of interest, read and interact with these blogs. View comments and interactions from readers and understand what is expected by the blogging community.

**Checklist**

In addition to the Implementation Checklist at Appendix A, the following is also recommended:

**Review and updates (Daily)**

- review comments, respond if required
- plan next blog post
- scan searches for mention of blog or related information.
Decision tree – use of blogs

Do you have a resource available for regular blog posts?

Yes  
Will you enable responses from the public on your blog?

Yes  
Equipped to moderate comments and respond within 24 hours?

Yes  
Responsive team member to react and blog about related news stories as they happen?

Yes  
Set up a blog with your department’s preferred provider

No  
A blog is not suitable, the content may best be suited to your department’s website.

No  
No  
No  
A blog is not suitable, the content may best be suited to your department’s website.
Fact Sheet 6  Video and image sharing

Video and image sharing sites allow users to upload video clips and images to a website for the purpose of allowing others to view the content. For example:

- YouTube (http://www.youtube.com/)
- Flickr (http://www.flickr.com/)
- Vimeo (http://www.vimeo.com/).

YouTube and Flickr are the most popular image and video sharing tools as of June 2010. This guideline focuses on YouTube and Flickr, but it is recommended that departments investigate other options available.

If publishing via third party video sharing sites, it is required that the video also be published on a Queensland Government website. The Queensland Government’s Consistent User Experience (CUE) Standard – Module 7: Online video (http://www.qld.gov.au/web) provides guidance on the presentation of online video on Queensland Government websites including an online video template which conforms with QGEA. For more information about the Online video template and the Consistent User Experience Standard, visit [http://www.qld.gov.au/web] or contact the Online Service Unit, Smart Service Queensland via onlineservice@smartservice.qld.gov.au.

Accessibility

Use of online video and image sharing websites should comply with IS26 accessibility standards which require accessible alternatives for media. Please refer to the online video section of CUE3 for guidance on transcripts and captioning. Images should include an alt tag for sight impaired users.

Copyright, permission and ownership

Have your agency’s legal representatives consider the use of online video and image sharing terms and conditions prior to creation of accounts. Be aware of potential loss of copyright or permission required by participants to appear on online video and image sharing websites.

Online video – YouTube

YouTube is an online video sharing site which enables users to upload their own videos or watch others. Users are able to comment, rate and share videos from YouTube.

Using YouTube

- Video toolbox (http://www.youtube.com/video_toolbox)
  Get advice from professionals on preparing your videos for online use
- YouTube help centre (http://www.google.com/support/youtube/bin/static.py?p=andpage=start.csandhl=en_GB)
- YouTube community forums (http://www.google.com/support/forum/p/youtube?hl=en)

Queensland YouTube user

‘Where else but Queensland’ (http://www.youtube.com/user/whereelsebutqld) have a dedicated channel on YouTube (see image page 58). Users are able to view all videos by the owner and subscribe for notifications when new videos are added to the channel.
Getting started
1. Develop a plan as part of your communication strategy before starting setting up a YouTube account.
2. Plan what your message is and what videos should be shared.
3. Decide if you are going to respond to comments, once you answer one you will be expected to continue. Review the moderation of comments section of this Guideline for assistance.
4. Write guidelines on what content should be promoted and how the account should be monitored.

Read and learn more about YouTube
1. ‘Don’t make these mistakes with your Online Brand’ from Harvard Business Review: http://blogs.hbr.org/cs/2010/05/dont_make_these_mistakes_with.html
2. United States Government channel (http://www.youtube.com/user/USGovernment).

Example disclaimer - YouTube
Creators of YouTube channels have ‘administrator’ access to that channel and the ability to remove comments by other YouTube users posted on the channel. The conditions of use for YouTube (http://www.youtube.com/t/terms) do not restrict administrators of YouTube channels from disclosing the types of comments they will remove from the channels.

The following text should be made available from a prominent location on any official YouTube channel:

‘Comments posted by you on this channel will be removed by the administrator if it:
1. impersonates any other person or falsely claim to represent any other person, whether living or dead, real or fictitious
2. it is abusive, harassing, threatening or violates the legal rights of others
3. is misleading, deceptive, false, defamatory or libellous
4. is a statement that may interfere with or prejudice the course of or otherwise deals with civil or criminal proceedings that are presently before any court, tribunal, commission or similar body or any investigation by the police, Crime and Misconduct Commission or other agency
5. it seeks to raise personal matters which have been dealt with or concluded judicially
6. uses insulting, threatening or provocative language or language that is hateful towards a certain group of people

7. incites hatred on the basis of race, religion, gender, nationality or sexuality or other personal characteristic

8. includes indecent, obscene, pornographic or otherwise inappropriate language, information or other content

9. infringes the intellectual property rights of others or discloses their confidential information

10. contains any commercial advertising material

11. is not relevant to the themes currently being discussed and sought to be addressed in connection with the [insert description of the channel] or

12. publishes personal information without consent nor use or collect information from the website concerning any person or group, or for commercial or illegal purposes.’

Image sharing - Flickr

Flickr is an online photo management and sharing application.

- Upload photos to an account via a browser, email or camera phone
- Edit your photos online to remove redeye, add text, crop and add effects
- Organise your photos
- Share with adjustable privacy controls
- Mark where your photos were taken on maps.

Using Flickr

- How to get the most out of flikr (http://www.flickr.com/get_the_most.qne)
- Flickr forum (http://www.flickr.com/help/forum/en-us/)
- Flickr is not for commercial use. Flickr is intended for personal use and if you are found to be promoting or attempting to market yourself through Flickr, your account may be disabled.

Queensland Flickr user

The State Library of Queensland (SLQ) (http://www.flickr.com/photos/statelibraryqueensland/) created a Flickr photostream containing historical photos. SLQ are followed by approximately 600 accounts and 36 of their photos have been ‘favoured’ by Flickr users.
Getting started

1. Develop a plan as part of your communication strategy before starting setting up a YouTube account.
2. Plan what your message is and what videos should be shared.
3. Decide if you are going to respond to comments, once you answer one you will be expected to continue. Review the moderation of comments section of this Guideline for assistance.
4. Write guidelines on what content should be promoted and how the account should be monitored.

Follow three simple rules to maintain a good flickr account:
- think before you post – is the photo ok for the world to view
- keep photos relevant
- always have a signed consent form for people in the photo.

Real life Flickr mistakes
- 11 Mistakes to avoid on Flickr (http://www.flickrtips.com/mistakes-to-avoid-on-flickr/).
Flickr Best Practices
(Summarised from Flickr community guidelines (http://www.flickr.com/guidelines/))

What to do
Do play nice. We're a community of many types of people, who all have the right to feel comfortable and who may not think what you think, believe what you believe or see what you see. So, be polite and respectful in your interactions with other members.

Do upload content that you have created. Respect the copyright of others. This means don't steal photos or videos that other people have shared and pass them off as your own. (That's what favorites are for.)

Do moderate your content. You need to take responsibility for ensuring that what you upload is appropriately flagged. If your judgment proves to be poor, we'll moderate your account to match appropriate ratings for safe search and/or content type and send you a warning.

Photo content should be flagged as 'safe', 'moderate' or 'restricted.' Video on Flickr may only include 'safe' or 'moderate' content -- 'restricted' video content is not allowed on Flickr and will be removed. Please note that although you may upload 'safe', 'moderate' or 'restricted' content, some countries may only allow you to view 'safe' or 'safe' and 'moderate' content. There's more about this in our FAQs.

Do link back to Flickr when you post your Flickr content elsewhere. The Flickr service makes it possible to post content hosted on Flickr to outside websites. However, pages on other websites that display content hosted on flickr.com should provide a link from each photo or video back to its page on Flickr.

Do enjoy Flickr! See the world through others’ eyes, participate, find your muse, and expand your horizons!

What not to do
Here’s the deal: In most circumstances, we like to give second chances, so we’ll send you a warning if you step across any of the lines listed below. Subsequent violations can result in account termination without warning.

Don’t upload anything that isn’t yours. This includes other people's photos, video and/or stuff you've collected from around the Internet. Accounts that consist primarily of such collections may be terminated at any time.

Don't forget the children. Take the opportunity to filter your content responsibly. If you would hesitate to show your photos or videos to a child, your mum, or Uncle Bob, that means it needs to be filtered. So, ask yourself that question as you upload your content and moderate accordingly. If you don’t, it's likely that one of two things will happen. Your account will be reviewed then either moderated or terminated by Flickr staff.

Don’t show nudity in your buddy icon. Only content considered ‘safe’ is appropriate for your buddy icon. If we find that you’ve uploaded a buddy icon that contains ‘moderate’ or ‘restricted’ content, we'll remove the buddy icon, moderate your account as ‘restricted’ and send you a warning. If we find you doing it again, we’ll terminate your account.

Don’t upload content that is illegal or prohibited. If we find you doing that, your account will be deleted and we’ll take appropriate action, which may include reporting you to the authorities.

Don’t vent your frustrations, rant, or bore the brains out of other members. Flickr is not a venue for you to harass, abuse, impersonate, or intimidate others. If we receive a valid complaint about your conduct, we’ll send you a warning or terminate your account.

Don't use your account to host web graphics like logos and banners. Your account will be terminated if we find you using it to host graphic elements of web page designs, icons, smilies, buddy icons, forum avatars, badges, and other non-photographic elements on external websites.

Don't use Flickr for commercial purposes. Flickr is for personal use only. If we find you selling products, services, or yourself through your photostream, we will terminate your account. Any other commercial use of Flickr, Flickr technologies (including APIs, FlickrMail, etc), or Flickr accounts should be approved by Flickr.
## Version history

| Version | Date       | Author | Description |
|---------|------------|--------|-------------|-------------|

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<table>
<thead>
<tr>
<th>Version</th>
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<td>19 May 2010</td>
<td>Lauren Lee</td>
<td>Working draft for review by the Project Team.</td>
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<td>0.0.2</td>
<td>2 June 2010</td>
<td>Lauren Lee</td>
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<tr>
<td>0.0.3</td>
<td>4 June 2010</td>
<td>Lauren Lee</td>
<td>Working draft for consideration by key stakeholders.</td>
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<tr>
<td>0.0.4</td>
<td>16 June 2010</td>
<td>Blair Ryan</td>
<td>Consultation draft for final consideration by Senior Reference Group.</td>
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<tr>
<td>0.0.5</td>
<td>25 June 2010</td>
<td>Phillip Lincoln</td>
<td>Working draft for endorsement by the Department of the Premier and Cabinet (Product owner).</td>
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<td>30 June 2010</td>
<td>Ray Shatte</td>
<td>Comments from the Department of the Premier and Cabinet.</td>
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<tr>
<td>0.0.7</td>
<td>15 July 2010</td>
<td>Phillip Lincoln</td>
<td>Draft for final endorsement incorporating feedback from Service Delivery Sub-Committee and Gartner.</td>
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<td>20 July 2010</td>
<td>Phillip Lincoln</td>
<td>Draft for inclusion in QGEA Consultation Pack 3.</td>
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<td>20 August 2010</td>
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<td>3 September 2010</td>
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<td>Whole-of-Government consultation.</td>
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<td>Lauren Lee, Phil Lincoln</td>
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<td>Document review prior to approval.</td>
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<td>DG, DPW</td>
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