Social Media Policy

Version: 1.0
Approved by: Executive
Policy owner/sponsor: Director, Marketing & Business Development
Policy Contact Officer: Manager, Media and Communications
Policy No: PD/17 TRIM File No: 14964
Date approved: 5 November 2012
Next review: 5 November 2015

1. Summary

Social media gives the State Library of NSW the opportunity to engage in ongoing ‘conversations’ with its diverse customer base. Social media may be used to complement traditional communication channels (e.g. print, web, radio, television) and represents a new opportunity for online engagement and participation which supplements consultations and community interactions. Social media can be used to enhance communications, collaboration and information exchange in support of corporate and business objectives.

This policy provides standards for State Library staff who communicate with clients and stakeholders via social media channels. These channels include, but are not limited to: Facebook, Twitter, Flickr Commons, Wikipedia, Vimeo, blogs, Historypin and Pinterest.

The policy is in place to both protect and reinforce the State Library of NSW brand and reputation as a world leading library and centre of digital excellence.

2. Policy statement

2.1 Scope

This policy applies to all staff and contractors in the State Library of NSW. The policy applies when a staff member participates in discussion that relates directly or indirectly to the field in which they are employed by the State Library of NSW.

This policy applies to the following uses of social media:

- Creating a social media presence as an official representative of the State Library of NSW;
- Publishing messages, responding to comments and uploading content including data to official, public facing State Library of NSW social media channels and/or third party social media channels;
- Making reference to the State Library of NSW within a private capacity on a social media channel; and
- When a staff member participates in discussion that relates directly or indirectly to the field in which they are employed by the State Library of NSW.
This policy does not apply to:

- Staff in their private use of social media where the staff member makes no reference to the State Library of NSW, its services, its people, Ministers, the Government and/or other related business and organisations; and
- The use of social media for internal purposes within the State Library of NSW.

The policy should be read in conjunction with the State Library’s Code of Conduct, Media Protocol, and ICT Services Policy. This policy is consistent with NSW Trade & Investment Social Media Policy and NSW Government’s Social Media Guidelines.

2.2 Principles of conduct

a. The use of social media must follow the same principles and standards of professional practice and conduct outlined in the State Library of NSW’s Code of Conduct:
   
   i. be honest, polite and considerate
   ii. be apolitical and impartial when using social media for official purposes
   iii. demonstrate NSW public sector values (respect, integrity, fairness and responsibility).

b. All staff must exercise caution and adopt a risk minimisation approach when using social media channels, given that all content posted on social media sites immediately becomes:
   
   i. public information, freely available to those who access it
   ii. potentially permanent, difficult to erase, remove or retract
   iii. possible source material for journalists and other interested parties
   iv. the property of the networking host if a third party site

c. Whether using social media for official use, or in a private capacity, staff must not do anything that may adversely affect their standing as a public official or which could bring themselves, the State Library of the public sector into disrepute.

d. Any actions or comments that could bring the State Library into disrepute, even if using social media in a private capacity, may be subject to disciplinary action.

e. Any media interest generated through the use of social media must be referred to the Manager, Media & Communications.

2.3. Establishing an official social media presence

An official social media presence (i.e. channel, account, platform) must:

a. be part of a documented communications strategy which specifies the business objective and identifies resources and responsibility for promotion, management, moderation, evaluation and decommissioning of the channel and/or account. The communications strategy must be approved by Executive and/or the Director, Marketing and Business Development and/or Manager, Media & Communications.

b. have publicly available ‘Terms and Conditions of Use’ such as information on privacy, content moderation, monitoring, complaints handling, and records
keeping which are assessed by key Library staff in determining procedures and risk management strategies.
c. comply with the State Library media protocol and publications and websites policies and procedures, including the requirements for branding, content preparation and content approval.
d. be established by a nominated business owner in consultation with The Director, Marketing & Business Development and/or Manager, Media and Communications.
e. be established using a State Library of NSW email address.
f. be recorded in the State Library of NSW’s social media register.
g. be used for official State Library of NSW business only.

The State Library of NSW has one official facebook site which is managed by the Media & Communications Branch. Staff wishing to promote Library news, services and other relevant Library activities need to contact the Manager, Media & Communications. Staff are encouraged to Like and comment on facebook posts, in accordance with the Social Media policy.

2.4 Official use of social media

Staff participating in third-party or State Library of NSW hosted social media platforms in an official capacity must:

a. use an official social media account or profile established with the approval of the Manager, Media & Communications or delegated officer.
b. have prior approval from the Manager, Media & Communications or delegated officer to act as an authorised social media user.
c. only discuss or post information that is publicly available or within a ‘content framework’ approved by a nominated media contact or delegated officer and that falls within their area of expertise within the State Library of NSW. This is to ensure that the risk of inadvertently posting and releasing inappropriate and/or unauthorised information including confidential, misleading or sensitive material is minimised.
d. Disclose, in a manner suitable to the platform, that they are an employee of the State Library of NSW and specify their role and responsibilities within the State Library of NSW.
e. not mix personal views with official comments.
f. inform the Media & Communications Branch of any media involvement or interest by journalists.
g. ensure that if advertising is associated with free social media accounts, it is appropriate or else consider budgeting for an account upgrade to exclude advertising.
h. follow and comply with the requirements of the State Library of NSW and whole of government privacy, copyright, advertising, media and publication policies and procedures and any other relevant legal requirements such as defamation, intellectual property, and anti-discrimination legislation and regulations.
i. ensure there is no conflict of interest for the State Library of NSW in complying with the platform owner's terms and conditions of use.
2.5 Private use of social media

Staff participating in social media in a private capacity are expected to:

a. exercise sound judgement and commonsense and operate in accordance with the State Library of NSW’s Code of Conduct. This includes the responsibility to discuss any potential conflicts of interest with their manager/supervisor.

b. clearly separate private opinions from the State Library of NSW's official position. A disclaimer should be used when expressing private views related to your work, and there can be no implication that the State Library of NSW endorses any private opinions. For example: These opinions are my own.

c. comply with the State Library of NSW’s acceptable use of communication devices policy when at work.

d. not allow the use of social media to undermine their effectiveness at work.

e. use a private social media account, established with a private email address. (Staff must not use a State Library of NSW social media account or a State Library of NSW email address for private use of social media).

f. not disclose Library business or confidential information obtained through work. This includes information relating to employment, State Library of NSW email addresses, contact lists and work duties and photographs of State Library of NSW internal business activities.

g. Understand and manage the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work. Note that even positive and supportive comments can become contentious if it becomes publicly known that the person making the comment is a State Library of NSW officer.

h. seek advice from the Manager, Media & Communications to address any issues or concerns.

3. Legislative and Policy Framework

Most relevant legislation

- Antidiscrimination Act 1997 (NSW)
- Copyright Act 1968 (Cth)
- Defamation Act 2005 (NSW)
- Government Information (Public Access) Act 2009 (NSW)
- Spam Act (Cth)
- Privacy and Personal Information Protection Act 1998 (NSW)
- Public Sector Employment and Management Act 2002(NSW)
- State Records Act 1998 (NSW)

Related and/or most relevant State Library and government policies

- NSW Government Advertising Guidelines (incl. social media guidelines), October 2011
- Code of conduct
- Information and Communications Technology Services Policy
- Records Management Policy
- Complaints handling policy (Draft)
- Privacy Management Plan
- Web Privacy Statement

Other related documents

- Media Protocol
- Branding Guidelines
- Photographic release/ consent form
4. Definitions

**Conflict of interest:** Exists when a staff member comments in a private capacity in an area that relates to their work or employment. This is particularly important when a staff member wishes to express a private opinion that differs from or could undermine the official position of the State Library of NSW on a topical or controversial issue.

**Content framework:** A list of topics or messages which an authorised social media user intends to post on social media sites to start a conversation.

**State Library of NSW email address:** An email address within a domain managed by the State Library of NSW or one of its constituent authorities. For example, any address ending with 'sl.nsw.gov.au' is a State Library of NSW email address.

**Escalation plan:** The process for managing social media issues.

**Generic email address:** An email address that is not assigned to an individual and may be directed to one or more staff for attention. For example, media@sl.nsw.gov.au is a generic email address.

**Nominated media/communications contact:** The relevant media branch within the State Library of NSW: Media & Communications Branch.

**Delegated officer:** The relevant Executive member or Manager with authority to approve social media use and content.

**Official use:** When fulfilling your capacity as an employee of the State Library of NSW or one of its constituent authorities or acting in relation to your employment. Comments made using an official social media account, using a State Library of NSW email address or a social media account established using a State Library of NSW email address would be considered official use.

**Operational issue:** Routine, non contentious matters that do not involve comment on government policy.

**Private use:** When participating in social media in your capacity as a private individual. For example, discussing the performance of your favourite football team using your personal profile established with your private email address.

**Significant issue:** Any local, state, or national issue that can be expected to generate substantial media interest.
Social media: Umbrella term that describes the various activities that use technology, primarily internet, web and mobile based tools, for social interaction and content creation and sharing. In the interests of simplicity, this policy is focussed on those social media activities that are used for discussions and information sharing such as social networks, blogs, wikis and forums. Technologies that relate more specifically to the development, publishing and distribution of information content are covered under the Publications and Websites Policies.

Social media account: A user name, logon name, profile name, avatar or other identity used to participate in social media. A social media account may be established at an individual level i.e. a real person, or at a generic level, such as a unit within the State Library of NSW. It is also possible that a generic social media account could be established as a fictitious individual.

Social media channel: A presence on a social media platform. Examples include a Facebook page, a wiki page, a YouTube channel or a Twitter account. In some cases, a social media channel and social media user are the same, but in other cases, several users could share a single channel.

Social media platform: Software or technology that enables users to build, integrate or facilitate community and social interactions and user-generated content. Examples include blogs, wikis (such as Wikipedia), forums/discussion boards, social networks (such as Facebook and myspace), social bookmarking (such as delicious), and video and photo sharing websites (such as YouTube and Flickr).

Social media presence: Can be an official social media account, platform or channel.

Social media user: An individual staff member who directly participates in social media.

5. Responsibilities

Director, Marketing & Business Development

a. Lead the implementation of this policy including its conformity to legislative and other compliance requirements, communicating this policy to other Executive members, managers and supervisors and other relevant activities regarding specific policy implementation.

b. Provide authority for establishing a social media platform or group as part of a communication strategy.

Executive Committee

a. Nominate authorised social media users

b. Ensure appropriate approval processes are undertaken by staff using social media

c. Authorise staff to represent the branch/division/Library in approved social media channels
d. Ensure that social media strategies are adequately resourced and have an exit strategy with decommissioning a presence as required.

Manager, Media and Communications

a. Ensure social media channels are maintained with regular content, and regularly monitored
b. Maintain a consistent social media voice for the Library
c. Contribute to and maintain appropriate guidelines for social media usage
d. Maintain an up-to-date register of social media channels and approved SLNSW social media users (see Appendix 2)
e. Investigate and/or organise social media training and/or identify external social media training for approved social media users
f. Maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites
g. Work with Executive and managers to ensure approval processes are followed when using social media
h. Authorise staff to represent the State Library of NSW/division/branch in approved social media channels
i. Conduct all media management
j. Advise on and approve social media content and content frameworks where the information is not already publicly available and is more than a routine operational issue
k. Monitor and track discussions and respond to emerging issues as appropriate, or refer significant or controversial issues to Director, Marketing & Business Development and State Librarian.
l. Outline relevant media issues management (see Appendix 4) for staff engaging with the public on State Library of NSW owned or approved social media channels
m. Support the relevant communications strategy

Digital Library Services, Information & Communications Technology Services Branch

a. Provide and administer platforms to meet approved social media activities, where those platforms are hosted by the State Library of NSW
b. Provide operational assistance to support the use of social media as required, e.g. establishing generic email addresses

Authorised Social Media User

a. Undertake social media induction or training as available/required
b. Assess the relative risk of publishing content to social media sites and refer high risk content to the relevant nominated media/communication contact or delegated officer where appropriate
c. Ensure you are not making an official announcement unless you are authorised by the relevant nominated media contact to release information into the public domain or speak to the media.
d. Monitor and track discussions and alert supervisor/delegated office or nominated media contact to emerging issues
e. Ensure that approved content is well written, accurate, and up-to-date and complies with State Library of NSW and NSW Government standards
f. Ensure all required approvals are received before posting content
g. Maintain official records defined under the social media procedures, including handing the account to another authorised staff member and/ or decommissioning the presence

Managers and supervisors are responsible for managing processes relevant to this policy and communicating this policy to staff.

Staff are responsible for understanding and complying with this policy.

6. Delegations

<table>
<thead>
<tr>
<th>Channel</th>
<th>Content contributor creator</th>
<th>Content Editor/ Approver/ Moderator</th>
<th>Content Upload</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>SLNSW staff</td>
<td>Manager, Media &amp; Communications</td>
<td>Manager, Media &amp; Communications</td>
</tr>
<tr>
<td>One official page only</td>
<td></td>
<td></td>
<td>Manager, Original Materials Branch Events Officer (events only)</td>
</tr>
<tr>
<td>Twitter</td>
<td>Manager, Media &amp; Communications Approved social media users</td>
<td>Authorised twitter users</td>
<td>Authorised twitter users</td>
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<td>LIAC</td>
<td>LIAC staff</td>
<td>Authorised twitter users</td>
<td>Authorised contributors</td>
</tr>
<tr>
<td>TheLibraryShop</td>
<td>Merchandise officer, Online</td>
<td></td>
<td>Authorised contributors</td>
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<tr>
<td>Flickr Commons</td>
<td>Authorised contributors</td>
<td>Manager, Original Materials Branch</td>
<td>Authorised contributors</td>
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<td>Wikipedia</td>
<td>Selected community of contributors</td>
<td>Collection specialists</td>
<td>Authorised contributors</td>
</tr>
<tr>
<td>YouTube</td>
<td>SLNSW staff</td>
<td>Director, Marketing &amp; Business Development</td>
<td>Web Team</td>
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<td>Blogs</td>
<td>SLNSW staff</td>
<td>Direct Manager</td>
<td>Approved social media users</td>
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<td>Pinterest</td>
<td>SLNSW staff</td>
<td>Approved social media users</td>
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<td>HistoryPin</td>
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<td>Vimeo</td>
<td>SLNSW staff</td>
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<td>Web Team</td>
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7. Reporting requirements
A social media register has been established by the Department of Trade & Investment to record and monitor the existence of all the department’s social media presences. Each new social media presence must be approved, recorded on the department’s social media register and registered on the NSW Government portal.
8. Procedures
Please see the State Library of NSW Social Media Toolkit

Also refer to Trade & Investment Social Media Toolkit for an extensive list of procedures and range of templates relating to:
- Planning
- Establishing and registering the presence
- Operating, moderating and monitoring
- Measuring and decommissioning


9. Approval
This policy was approved by the NSW State Librarian & CE on 24 October 2012

10. Implementation
This policy is implemented on 24 October 2012

11. Prepared by:
Vanessa Bond, Manager, Media and Communication
Brooke Hutchison, Marketing & Business Development Assistant

12. Document History and Version Control

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<th>Version</th>
<th>Date approved</th>
<th>Approved by</th>
<th>Brief description</th>
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<tr>
<td>1.0</td>
<td>24/10/12</td>
<td>State Librarian &amp; CE</td>
<td>The Social Media Policy provides standards for State Library staff who communicate with clients and stakeholders via social media channels.</td>
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