

## Social Media Policy

### 1. Purpose

Social media have become an integral part of most people's everyday lives. Services such as Facebook and Twitter have changed the way society communicates, and many people now have online profiles on social networking services.

The use of social media can impact on a person's work, as it may affect the person's relationship with his/her employer or colleagues. The AMEB wants to provide guidance to you about the AMEB's expectations about your use of social media.

This policy applies at all times to all staff members including employees, contractors and volunteers, and is not limited to your use of social media platforms using the AMEB's property during work hours. However, this policy does not apply to your use of social media platforms if you make no reference to AMEB related issues.

### 2. What do we mean by social media?

Social media include, but are not limited to:

- social networking sites (such as MySpace, Facebook or LinkedIn)
- multimedia content sharing sites (such as Flickr, YouTube or Instagram)
- micro-blogging sites (such as Twitter)
- blogs hosted by media outlets (such as comments or your say feature)
- weblogs, including corporate and personal blogs
- forums and discussion boards (such as Whirlpool, Yahoo! Groups or Google Groups)
- wikis and online collaborations (such as Wikipedia)
- instant messaging (including SMS)

### 3. Representing AMEB in social media

In certain circumstances, AMEB management may authorise you to represent the AMEB on social media platforms. If you are granted this authorisation or if you are discussing AMEB related issues in your personal use of social media, you must follow these guidelines:

- you must:
  - only disclose publicly available information
  - disclose that you are an employee/contractor of AMEB, and use only your own identity, or an approved official account or avatar
  - comment only on your area of expertise and authority
  - ensure that any content you publish is factually accurate and complies with relevant AMEB policies, particularly those relating to confidentiality
  - comply with AMEB's Statement about Privacy and Collection of Personal Information
  - be respectful of all individuals and communities with which you interact online
  - adhere to the social media platform's Terms Of Use
  - respect copyright, privacy, financial disclosure and other applicable laws, and
- you must not:
  - post material that is obscene, defamatory, threatening, harassing or unlawfully discriminatory
  - disclose other people's personal information, or
  - comment on or disclose confidential information of the AMEB.

You should consult with your line manager or the General Manager if you are uncertain about what you need to do to comply with these guidelines.

#### **4. Personal use of social media**

If you ever refer to the AMEB, its staff, products or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity, **be careful**. It is important that readers of your posts do not misconstrue your personal comments as representing an official AMEB position.

You must:

- not imply that you are authorised to speak on the AMEB's behalf
- ensure that you do not compromise your capacity to fulfil your duties to the AMEB in an unbiased manner
- not engage in personal attacks that may be in any way connected with your employment
- not knowingly use the identity of another AMEB staff member or staff member of an AMEB business partner or competitor (including name or variation of a name)
- ensure that your commentary or other participation in social media does not cause damage to AMEB's reputation or its commercial interests
- ensure that any information about AMEB products and services that you provide is informed and factually accurate
- only refer to publicly available information, and
- if you are using AMEB provided services to access social media platforms, adhere to AMEB policies and procedures.

If you wish to express your opinions please state that they are your personal opinions. The AMEB recommends that you use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of the AMEB. An example of a disclaimer is: 'the views expressed in this post are mine only and do not necessarily reflect the views of the AMEB'.

#### **5. Personal privacy and security online**

If you identify yourself as an employee or contractor of the AMEB in a social media site, you should be aware that this information may be searchable, even by people who are not your 'friends' or 'followers' online.

You should familiarise yourself with the terms and conditions and privacy notices of the social media sites you use, and adjust your privacy settings according to your own needs. However, you should not rely on a site's security settings for a guarantee of privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on others under the terms and conditions of many social media sites.

You should bear in mind that even if you do not identify yourself online as an AMEB employee, you could nonetheless be recognised as such.

As a rule of thumb, irrespective of the forum, anyone who posts material online should make an assumption that at some point their identity and the nature of their employment will be revealed. Social media websites are public forums.

#### **6. Consequences of breaching this policy**

If you do not comply with this policy, you may face disciplinary action, including the termination of your employment or engagement with the AMEB.

AMEB may recover from you any costs it incurs as a result of your breach of this policy. Also, if you break the law, you may be personally liable for any injury or damage that you cause to any person or organisation.