1. Statement
The Department of Health supports the use of social media for official purposes to support its strategic priorities.

2. Purpose
The intent of this policy is to ensure:

- a consistent approach to social media across the department
- social media accounts are appropriately managed across the department
- social media accounts are only established after consultation with and approval from Integrated Communication, Office of the Director-General
- all applications for social media accounts are signed off by a delegate of the Director-General.
- adequate departmental resourcing to manage, monitor, moderate and review all social media accounts.
- department’s social media accounts are compliant with legislation, whole-of-government policy (including information and records management) and the Code of Conduct for the Queensland Public Service.

3. Scope
This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units.

4. Principles
- **Public benefit**: social media is used in a way that demonstrates clear health benefits to the public.
- **Responsive**: social media accounts should be appropriately resourced to ensure comments, complaints or queries are responded to in a timely manner.
- **Risk management**: social media content is appropriately governed and resourced to ensure public privacy and protect the reputation of the department and its employees.
- **Inclusive and transparent**: information is accessible to all members of the public in line with relevant legislation.
• **Respect**: social media activities demonstrate respect for diversity of opinions and differences. Healthy, factual on-topic debate is encouraged, but abusive, defamatory, harassing or indecent materials, or personal attacks, are removed, not linked to, or posted. Copyright and intellectual property of others is respected.

• **Compliance**: all use will comply with the relevant social media terms of use.

5. **Requirements**

Department of Health social media arrangements must comply with the Department of Health’s *Social media for official purposes standard*.

6. **Definitions**

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<tr>
<th>Term</th>
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<tr>
<td>Social media account</td>
<td>Any website, technology, application or tool enabling active and participatory publishing and interaction between individuals over the internet (including, but not limited to, Facebook, Twitter, Yammer, YouTube, Instagram, Tumblr, LinkedIn).</td>
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**Version control**

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