

Social Media Policy

1. Statement

Queensland Health supports the use of social media for official purposes to support its strategic priorities. Social media offers unique opportunities for government agencies to communicate with the community and stakeholders on a personal level, enabling grass-roots engagement on health issues.

2. Purpose

The intent of this policy is to ensure:

- a consistent approach to use of social media across the department and HHS
- social media accounts are being appropriately managed
- social media accounts are only established after consultation with, and approval from, the Strategic Communications Branch (SCB), including proof that the use of social media is necessary to the branch or business unit to effectively deliver departmental and whole-of-government objectives, and adheres to the Advertising and Marketing Communication principles supporting the Savings and Debt Plan
- all applications for social media accounts are approved by the Senior Director of SCB, or a delegate
- adequate resourcing is allocated to manage, monitor, moderate and review all social media accounts seven days a week
- social media accounts are compliant with legislation (including information and records management), whole-of-government policy, and adhere to Queensland Health and whole-of-government social media standards and the Code of Conduct for the Queensland Public Service.

3. Scope

This policy applies to all employees, contractors and consultants within Queensland Health, including departmental divisions, business units, commercialised business units, and Hospital and Health Services.

4. Principles

In line with the overall communication goals of Queensland Health, the goal in using social media is to make Queenslanders healthier. Queensland Health social media channels must meet the following requirements:

- **Public benefit:** social media is used in a way that demonstrates clear health benefits to the public. Some social media may focus specifically on delivering information for the public good. Other pieces may focus on boosting engagement and followings on our platforms by delivering engaging content that aligns with health messaging.
- **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 moderated to ensure public privacy and to protect the reputation of the Queensland Health 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 our specified social media terms of use.

5. Requirements

Queensland Health social media accounts must comply with Queensland Health's *Social Media Standard*.

Each social media channel must be actively utilised, including:

- regular posts designed to promote/align with the strategic priorities of Queensland Health
- timely moderation and at least daily responses to comments and questions
- appropriate management of private messaging platforms like *Facebook Messenger*, including an automatic reply that outlines timeframes for responses
- appropriate record-keeping practices in adherence to relevant legislation and best practice
- performance measurement, which at a minimum tracks posts and their performance within each platform
- clear and efficient approvals processes to ensure all content is being viewed and approved by a team leader or manager and/or content expert prior to being posted
- clear channels to escalate comments threatening harm or self-harm quickly to a team leader or manager, who must then report incidents to police immediately
- clear and comprehensive *house rules* (on platform social media terms of use) in place to ensure adherence to comment and messaging policies.

Each social media channel must also have supporting documentation, including:

- a purpose document, including detail on how the account aligns to Queensland Health's strategic objectives and/or the Government's objectives for the community
- a social media strategy, which includes goals that support Queensland Health's overarching priorities, the branches priorities and the Queensland Government's priorities
- a crisis communications guide to ensure that in the event of a crisis, a social media plan and action guide is ready and in place to both manage the reputation of Queensland Health and to meet users' information needs
- a content strategy (or forward guide), taking into account the purpose of the channel, including detail on how the proposed content will align to Queensland Health's strategic objectives
- protocols for responding appropriately to comments and feedback, and procedures for escalating where required
- record-keeping processes—all social media activity is considered a record under the Records governance policy, issued by Queensland State Archives under s.25 (1)(f) of the *Public Records Act 2002*.

It's important that clear frameworks are put in place within teams to reduce the risk of a social media officer posting personal content to a work account. All users must have two-factor authentication enabled on each social media platform that offers authentication services.

All passwords must also be changed, and staff members' administrator and access rights removed from social channels, when team members exit teams with access to any Queensland Health social media accounts.

All social media channels should have no less than three officers who have full and complete administrator rights to the channel at any given time, including the ability to exclude other administrators at short notice.

6. Definitions

Term	Definition
Social media account	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).