

# Social Media Standard

## 1. Statement

Queensland Health supports the use of social media for official purposes to support its strategic priorities.

This standard identifies the requirements to implement Queensland Health's *Social Media Policy* and identifies individual positions' accountabilities and responsibilities in relation to these requirements.

## 2. Scope

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

## 3. Requirements

Any request to create a new social media channel must be approved by the Strategic Communication Branch's (SCB) Senior Director. For advice, contact [socialmedia@health.qld.gov.au](mailto:socialmedia@health.qld.gov.au).

The Code of Conduct for the Queensland Public Service also governs use of departmental social media channels. The [Queensland Government's Social Media Guide](#) provides a framework and reference point for management of these channels and for assessing their validity.

Business areas must consider the following when proposing a social media account, and will be required to outline as part of their brief to SCB:

- Is this part of a broader communication strategy, including how the channel/s will be promoted?
- What is the objective of this social media channel and have the end user's needs been considered?
- Are there appropriate resources available to manage and moderate this social media account?
- Is this the most suitable way to communicate with the particular target audience? What evidence is there to support this?
- Will the channel/s assist Queensland Health to achieve its strategic priorities?
- Will the channel/s align with the government's priorities (as expressed, from time-to-time, in its [Statement of Objectives for the Community](#))?
- Are there risk management strategies in place to ensure moderation, recordkeeping, privacy, security and other legal requirements are met?
- How will you determine return on investment for the social media channel/s?
- Could pre-existing channels be utilised to communicate the same message as effectively?

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 approach 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*.

## 4. Responsibility for social media

SCB will manage and/or coordinate:

- Department of Health’s corporate social media channels
- social media channels for any marketing or advertising campaign or project
- opening and closing of any departmental social media channels
- crisis communication via social media channels when the State Health Emergency Coordination Centre is activated
- reporting on social media channels where necessary to the Director-General, Minister, or Department of the Premier and Cabinet.

Business areas are responsible for the ongoing content development and management for any social media channels that have been approved by the Strategic Communications Branch. Teams can reach out to the SCB social media team to discuss content ideas and to collaborate on content when relevant. Teams can use pre-existing content directly from department run channels but should always credit accordingly.

## 5. Approvals

Any request for social media channels must be approved by Strategic Communication Branch's (SCB) Senior Director or SCB delegate.

If a new account is approved by SCB it will then need to be approved by the Department of Premier and Cabinet (DPC).

All content posted on approved channels must be approved by a team leader or line manager, at a minimum, and recorded.

## 6. Related legislation and documents

- [Queensland Health Social Media Policy](#)
- [Queensland Government Social Media Guide](#)
- [Code of Conduct for the Queensland Public Service](#)
- [Information Privacy Act 2009](#)
- [Right to Information Act 2009](#)

## 7. Record keeping

Appropriate record keeping processes should be adhered to, to ensure content is captured and messages that require further actioning (e.g. complaints) are adequately reported on.

- A complaints register should be established and updated routinely. This register should include text from the complaint itself and the course of action taken to manage the complaint, i.e. *passed information on to the Patient Liaison Officer at xxxx*.
- Social media content should also be archived, to ensure there is a record of all communications sent out via official channels and the approvals given to allow the content to go out. Content can be recorded in a number of ways, including through the use of third-party content management platforms like *Asana* or *Trello*. Please contact the SCB social media team for assistance if required.
- If a social media channel closes, a data set should be downloaded from the platform directly before retiring the account. This should be saved in a central drive so it can be accessed, if required, in the future.

## 8. Standards

Adherence to the following standards should be met.

Standard	Application
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<p>The account regularly posts quality content that aligns with the priorities of the Department and more broadly the Queensland Government.</p>	<p>Teams are to ensure high-quality content is shared on their platforms regularly (at least once a day).</p>
<p>Results from the account are regularly reported on, to ensure the page is tracking towards goals and objectives.</p>	<p>Regular reporting of accounts is to take place, to ensure all pages are tracking towards goals, as outlined in the team's social media strategy.</p>
<p>The account has a comment policy.</p>	<p>An appropriate policy for comments is established and adhered to. This includes, responding to comments when an answer is warranted, hiding comments that are damaging or misleading and deleting comments that are of a defamatory nature.</p> <p>Defamatory comments need to be removed from a page within 72 hours of being posted.</p>
<p>The account has a private message policy.</p>	<p>An appropriate policy for private messages is established and adhered to. This includes, responding to all private messages that warrant a response, actioning all complaints that are received and recording them as per record keeping advice and responding to all threats of harm, in a timely manner.</p> <p>All pages should endeavour to respond to private messages within 24 hours of receiving them, this can include acknowledgement through an automatic message.</p>
<p>The account has a comprehensive process for dealing with threats of harm.</p>	<p>A document for responding to threats of harm is established and actioned where and when appropriate. For guidance on this, please contact the SCB social media team.</p>
<p>The account has appropriate house rules that are clear and accessible for all users.</p>	<p>House rules are available on all platforms and outline comment and private messaging policies.</p>

The account has two-factor authentication enabled for all users.	This should be set up when admin rights are delegated to a new user.
The account appropriately keeps a record of all published content.	As per record keeping advice stated above.
The account is monitored seven days a week with suitable controls in place.	Social accounts are to be monitored seven days a week. Controls like profanity filters and blocked words should be in place to meet monitoring requirements.
Only non-political content should be shared from a page.	Social accounts should not share content from politicians or political parties, unless a COVID/disaster specific press conference takes place.

## 9. Definitions

Term	Definition
<b>Social media account</b>	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).