1. **Statement**

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

This standard identifies the requirements to implement the Department of Health’s *Social media for official purposes 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 the Department of Health divisions and commercialised business units.

3. **Requirements**

**Social media considerations**

Any request for social media channels must be approved by Integrated Communication’s Senior Director, Director of Marketing or their delegate. For advice, contact Integrated Communication’s Marketing Unit via strategicmarketing@health.qld.gov.au

The *Code of Conduct for the Queensland Public Service* also governs use of departmental social media channels.

Business areas must consider the following when proposing a social media account, and outlining as part of their brief to Integrated Communication:

- 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?
- 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 the Department of Health to reach its strategic priorities?
- Are the appropriate resources available to manage and moderate this social media account?
- 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?
Responsibility for social media

- Integrated Communication 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 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 Integrated Communication.

Approvals

- Any request for social media channels must be approved by the Integrated Communication’s Senior Director, Director of Marketing or their delegate.

4. Related legislation and documents

- Department of Health Social media for official purposes policy
- Code of Conduct for the Queensland Public Service
- Information Privacy Act 2009
- Right to Information Act 2009

5. Definitions

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<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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