

USE OF SOCIAL MEDIA POLICY

POLICY STATEMENT

5 Personal and professional use of social media by ABC staff and contractors must not bring the ABC into disrepute, compromise effectiveness at work, imply ABC endorsement of personal views or disclose, without authorisation, confidential information.

PURPOSE OF THIS POLICY

10 The policy encourages staff and contractors to take responsibility for their activity, aims to make it clear when the ABC Editorial Policies do and do not apply, and reinforces and augments principles set out in related policies governing work-related activities.

ENCOURAGING STAFF AND CONTRACTORS TO ACTIVELY ENGAGE WITH SOCIAL MEDIA WHILE BEING CLEAR WHO IS RESPONSIBLE FOR PERSONAL AND PROFESSIONAL USES.

15 This policy should be read in conjunction with the ABC Editorial Policies and corporate policies including the Conflict of Interest Policy, Independent Contractors' Policy, Email and Internet Use Policy, Handheld End User Policy, ABC Workplace Values and Code of Conduct, Corporate Social Responsibility Policy and the Workplace Behaviour Policy.

WHO IT APPLIES TO

This policy applies to all ABC workplace participants, which includes:

- 20 • all ABC employees – including casual, fixed term and specified task employees, employees on probation, part-time employees, managers, actors engaged under the ABC Actors Agreement, employees working from home as well as fulltime and ongoing employees;
- 25 • people providing services to the ABC on a contract basis (including ABC artists) or on secondment from or to another organisation, even if they are only working at the ABC on a temporary basis;
- students, graduates and others on work experience or undertaking voluntary work.

CONSEQUENCES OF BREACH

30 Breach of this policy will be dealt with in accordance with the relevant ABC employment agreement and may lead to disciplinary action including possible termination of employment. For contractors who are found to have breached this policy, there may be consequences including termination of contract. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by the ABC or concerned third parties.



Title
Document Number
Status
Current as at
Next review date

Use of Social Media Policy
D11/22627
Approved
27 September 2011
September 2013

INTRODUCTION

35 Interactive services, which include social media like Facebook, YouTube and Twitter, are part of the ABC's future as a public broadcaster and increasingly part of the work and private lives of ABC staff and contractors.

The ABC encourages use of social media to engage existing and new audiences with ABC content, and to seek and share user-generated content. Use of social media by staff and contractors is not
40 limited to the workplace and occurs for professional or personal purposes both in and out of work hours.

STANDARDS

The following four standards apply to work and personal use of interactive services, with ABC accounts and personal accounts, by staff and contractors, at any time:

- 45 1. Do not mix the professional and the personal in ways likely to bring the ABC into disrepute.
2. Do not undermine your effectiveness at work.
3. Do not imply ABC endorsement of your personal views.
4. Do not disclose confidential information obtained through work.

The ABC will enforce the four standards as and when appropriate.

50 RESPONSIBILITY

The ABC is responsible under the Editorial Policies for content posted on official ABC accounts. The ABC takes editorial responsibility in proportion to its control of the media environment in which it operates and expects those who participate also to exercise responsibility over what they can control – see ABC Editorial Policies section 9 (Public access and participation.)

55 Official ABC accounts are those over which the ABC exercises editorial control. Aspects of editorial control include:

- establishing the account, which must be authorised in accordance with the Editorial Policies – see the Editorial Policies Guidance Note on 'Moderating User Generated Content';
- 60 • publishing content generated, produced, commissioned or acquired by the ABC;
- moderating user generated content posted on the account, to the extent permitted by the third party site and in line with the expectations and conventions of existing users of the third party site – see Editorial Policies section 9 (Public access and participation) and the 'Moderating User Generated Content' Guidance Note; and
- 65 • determining if and when the account is to be modified or closed.

Official ABC accounts may be listed and cross-promoted on ABC platforms. Personal accounts may not be listed or cross-promoted on ABC platforms unless editorially justified. Note, editorial references to personal accounts will not mean the ABC takes editorial responsibility for the content



<i>Title</i>	<i>Use of Social Media Policy</i>
<i>Document Number</i>	<i>D11/22627</i>
<i>Status</i>	<i>Approved</i>
<i>Current as at</i>	<i>27 September 2011</i>
<i>Next review date</i>	<i>September 2013</i>

70 on those accounts, just as the ABC does not become editorially responsible for the content posted on external websites simply by virtue of referring to those sites in ABC content.

If a complaint is received about content on an official ABC account, the ABC accepts editorial responsibility and the Editorial Policies apply. If a complaint is received about content on a personal
75 account, the ABC does not accept editorial responsibility and the Editorial Policies do not apply.

Staff and contractors are responsible for the content they post on their personal social media accounts. Where a staff member's or contractor's personal use of social media contravenes one of the four standards (above), then it may be appropriate for the ABC to respond. In relation to staff, a breach of this policy may be handled in accordance with the relevant ABC enterprise agreement and
80 any relevant ABC policies, and may lead to disciplinary action. In relation to contractors, there may be contractual implications and consequences.



<i>Title</i>	<i>Use of Social Media Policy</i>
<i>Document Number</i>	<i>D11/22627</i>
<i>Status</i>	<i>Approved</i>
<i>Current as at</i>	<i>27 September 2011</i>
<i>Next review date</i>	<i>September 2013</i>