



Social Media, Online Engagement and Participation Policy

Responsible Officer	Director, Corporate Services Director, Technology & Infrastructure
Contact Officer	Director, Corporate Services Director, Technology & Infrastructure
Authorisation	Chief Executive Officer
Effective Date	6 August 2011
Associated Documents	AFTRS Code of Conduct ICT User Policy Privacy Policy Copyright Policy

1. Policy Name

Guidelines for Social Media, Online Engagement and Participation Policy.

2. Preamble – background and purpose

The Australian Public Service Commission has developed interim Guidelines for Online Media Participation to provide guidance to agencies that are intending to establish or are currently operating an 'online communication capability'.

AFTRS is the leading provider of education to the screen and broadcast industries. This policy provides guidance to AFTRS' Authorised Users to ensure AFTRS reputation and business is protected online while encouraging engagement and participation in existing and emerging online media with AFTRS constituents and interest groups.

3. Policy Scope

This policy applies to all AFTRS staff, visiting staff, guests, contractors and other users of AFTRS online resources, onsite or externally.

4. Definitions

- i. Authorised users – All AFTRS staff including casual staff; all AFTRS students; all visitors, guests and contractors to AFTRS.
- ii. Online media - any online site or tool current and emerging.

5. Policy Statement

As the leading provider of education to the Australian screen and broadcast industries AFTRS supports its Authorised Users to engage and participate in online media in a legal, ethical and responsible manner and in accordance with the AFTRS Code of Conduct.



6. Guidelines

1. All Authorised Users must ensure they are aware of all relevant AFTRS policies in regards to participation in online activity including but not limited to:
 - AFTRS Code Of Conduct
 - Information and Communication Technologies (ICT) User Policy
 - Copyright Policy
 - Spam Policy
2. All Authorised Users are required to abide by the AFTRS Code of Conduct when engaging and participating in Online Media in an official capacity.
3. It is illegal to harass, menace, defame, libel, vilify or discriminate against any person within or external to AFTRS. When participating in Online Media Authorised Users must not harass, discriminate, abuse, be rude, insulting, threatening, obscene or act in an otherwise inappropriate manner.
4. When participating in Online Media activities in an official capacity Authorised Users must disclose their positions and status and that they are authorised to communicate an official viewpoint. Information and viewpoints expressed should be consistent with the policies, information and viewpoints expressed by AFTRS through other media and forums.
5. When participating in Online Media activities in an official capacity to maintain specialist areas of knowledge, research and information exchange Authorised Users are required to keep their manager informed. Such activities may include professional blogging, commenting and microblogging.
6. It should always be clear to end users whether the interaction with the Authorised User is in the Authorised Users official capacity or private capacity.
7. AFTRS online pages can only be moderated, updated or changed by Authorised Users in an official capacity.
8. Information and views should be accurate, clear and expressed in such a way that it cannot be misrepresented. Information and views should be presented in a professional, courteous and constructive way.
9. All Authorised Users must refrain from making statements that could be perceived as advocating or criticising government policies.

Private Online Media Engagement and Activities by Authorised Users

When an Authorised User is engaging or participating in Online Media activities in a private capacity:

1. Authorised Users should be mindful of the information they disclose on their Personal pages or on third party sites.
2. Personal web pages should not have the AFTRS URL or logo or be used to share work-related information.
3. When creating a blog, Authorised Users should be aware that when using other people's material on their blog that material is protected by that person's copyright. It is acceptable to quote other people's material as long as it is acknowledged through use of Blockquotes or through a hyperlink
4. If personal pages indicate the Authorised User works at AFTRS any potential conflict of interest should be discussed with their manager.
5. Personal pages including blogs and websites should not reveal confidential information about AFTRS including but not limited to aspects of AFTRS policy, details of internal AFTRS discussion, or AFTRS personnel.
6. Personal pages including blogs and websites should not be used to attack or abuse AFTRS colleagues.
7. If an Authorised User is offered payment to produce an opinion piece (blog, article or review) for a third party they should discuss it with the Director of Division for advice whether this constitutes a conflict of interest.
8. Bloggers blogging in a private capacity must ensure they avoid any comment which appears to be a statement on behalf of AFTRS or is an official AFTRS statement.