Social Media

Procedures
1. **Scope (audience and applicability)**

   This procedures document applies to all Department of Education employees including all permanent, part-time, casual, temporary and contract staff.

2. **Purpose**

   These procedures aim to clarify staff responsibilities in implementing the department’s Social Media Policy.

   The department supports its employees’ participation in social media online and mobile applications for department business.

3. **Definitions**

   **Social media** refers to online services, mobile applications and virtual communities that provide a way for people to connect and share user-generated content and to participate in conversation and learning.

   Social media is also known as ‘web 2.0’, ‘participative media’ or ‘new media’.

   A **social network** connects online identities who share digital media, interests, activities, backgrounds or real-life connections.

   **Digital media** refers to text, graphic, audio, video and other content that is captured, uploaded and communicated online and through mobile devices.

   A **mobile application** is a software program used on mobile devices such as smartphones and tablet computers.

   A ‘**friend**’ is an ‘online profile’ (personal, organisational or conceptual) that is added to your social media network. A ‘friend’ may be able to view more of your online profile and content depending on your privacy settings.

   A ‘**like**’ increases your participation in a social media service but does not necessarily require a ‘friend’ connection.

   An **online profile** or ‘online identity’ is information that represents a person, organisation or other social identity that is shared with public and private audiences through social networks.

   **Privacy settings** allow the user to control who can view online profiles and user generated digital media.

   A **password manager** is software that helps a user to secure logons with strong and protected passwords.
4. Procedure Details

For each social media project employees must ensure that the following elements are addressed in accordance with the department’s Social Media Policy.

4.1. Purpose

- Think about purpose and audience for each online service that you intend to use.
- If students are involved carefully consider privacy, security and safety issues. Use departmental services such as Fronter and SharePoint if they meet your needs. Refer to Social Media Policy section 4.6. See also the department’s Cyber-Safety public webpage.
- Check the media ownership and age restriction policies in the Term of Service (ToS) for any external services you are considering.
- Check the longevity and reliability of these services. Refer to the department’s Social Media Guidelines for a list of recommended services.
- Ensure security and privacy controls are age-appropriate for any students involved. Younger students may require closed protected online interaction. Older students and adult learners should be advised how to maintain both social and professional profiles as they navigate formal and informal online learning, and personal and professional online communities.
- See the department’s Social Media Guidelines for more information.

4.2. Planning

- Refer to the department’s Social Media Policy section 4.
- Complete this online form to register your intent to use social media services and contact Marketing@education.tas.gov.au if you would like some assistance with your project.
- Develop a risk mitigation strategy that includes
  - provision for any necessary staff and student training in the use and application of planned social media services
  - security, backup and archiving procedures
    - password management: the use of social media services will sometimes require the use and management of several administrator passwords. The use of a password manager that provides multi-factor authentication should be used in these circumstances.
  - an exit strategy for the end of the project.
- Determine the level of resourcing required for implementation and sustained maintenance for the life of the project.

4.3. Implementation

Organise necessary training and induction sessions for staff, students and parents/carers focusing on

- culture and etiquette
- privacy/security/safety settings and behaviour expectations for project participants
- risk management procedures for external posts and uploads
- necessary ICT skills and
• any required use of mobile devices or applications.

Include text to make it clear that any public facing service

• is the official service for the department/school/college/business unit

• conveys clear expectations of user behaviour in posting, commenting and uploads

• describes any moderation processes that may be in place.

Employees using personal social media services

• Employees are encouraged to join and participate in professional education networks using services such as Twitter, LinkedIn or a blog but should avoid commenting on department policy.

• Include profile text such as “The views expressed are mine and do not necessarily reflect the views of the Department of Education, Tasmania” where personal profiles are used to post or comment on matters where there is a clear and close connection with the department.

Cyber Safety

• Department social media projects should provide a visually prominent link to the department’s public Cyber Safety page.

Ensure quality branding in the use of

• profile pictures or avatars (use official logos where possible although it’s not necessary to use the department’s logo). Refer to the Government Style Guide or contact Marketing@education.tas.gov.au for advice

• banners (ensure graphics are of good quality and are resized and cropped correctly)

• icons - resized and cropped correctly

• see the department’s Social Media Guidelines for more information on the use of graphics in social media.

4.4. Payments

Some social media may require online payment for additional features such as increased support, storage or advertising.

• Check that the service you are considering meets department billing requirements for both start up and anticipated future development.

• See the department's Social Media Guidelines for payment and billing advice for commonly used social media services.

4.5. Evaluation

Most social media services provide ‘analytics’ that indicate levels of user interaction and trends in use. These can provide very useful feedback and evaluation data for social media projects and should be considered.

• See the department's Social Media Guidelines for more information on using analytics.

4.6. Archiving

Please refer to the online copy of this document (TASED-4-4793), located on the Tasmanian Department of Education’s website to ensure this version is the most recent (Version 2.0).
5. Roles and Responsibilities

| The Secretary is to:                  | • Ensure that the relevant Acts are adhered to. |
| Deputy Secretaries are to:           | • Ensure that the relevant Acts are adhered to.  
|                                      | • Ensure that work units, schools and colleges are provided with appropriate guidance through the provision of policy, procedures and guidelines. |
| Directors, General Managers and Managers are to: | • Ensure that all staff including school principals and support staff are familiar with and adhere to the policy and procedures. |
| School and college Principals are to: | • Implement policy and associated procedures and guidelines.  
|                                      | • Raise awareness of this policy and associated procedures and guidelines with school associations and the wider school community. |
| Staff are to:                        | • Comply with policy and associated procedures. Be familiar with the guidelines. |
| Parents, families and carers are responsible for: | • Ensuring children are aware of and understand the requirements of policies and procedures relating to the use of social media in early learning settings and schools.  
|                                      | • Work in partnership with schools and school associations to promote the responsible use of social media. |
| Learners are to:                     | • Follow school policies, procedures and guidelines in relation to social media.  
|                                      | • Contribute positively when using social media. |

6. Risk Management

Risk management procedures should be developed for the use of social media for business and learning purposes and must address

• The assessment of the need for staff and student training in the use and application of social media
• Security, backup and archiving procedures
• The provision of age-appropriate safety and privacy procedures.

See Section 4 above for more detail and the department’s Social Media Guidelines for a sample risk mitigation strategy.
As part of these risk management procedures employees planning to use social media to represent the department must register their intention prior to publishing with Marketing Services (Marketing@education.tas.gov.au).

7. Associated Documents and Materials

The following documents are available from www.education.tas.gov.au (Search for the Doc ID)

- Learner Wellbeing and Behaviour Policy (Doc ID: TASED-4-1734)
- Conditions of Use Policy for All Users of Information and Communication Technology (Doc ID: TASED-4-1778) (See also Acceptable Use of Information Technology intranet page.)
- Conduct in the Workplace (Doc ID: TASED-4-2177) [Staff access only]
- Conduct and Behaviour Standards (Doc ID: TASED-4-3091) [Staff access only]
- Legal Issues Handbook (Doc ID: TASED-4-2645) [Staff access only]
- Social Media Policy (Doc ID: TASED-4-4792)
- Social Media Guidelines (Doc ID: TASED-4-4791)
- Social Media Mobile Support uqr.me/tased/qr/social
- Department’s Cyber-Safety public webpage
- Protective Practices for Staff in their interactions with students (Doc ID: TASED-4-3113) [Staff access only]
- Publication of photographs and student work samples [Staff access only]
- Copyright Guidelines [Staff access only]
- Personal Information Protection and Your Right to Information – Policy (Doc ID: TASED-4-1239)
- LINC Tasmania - social media guiding principles (1724602)

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