

AIHW Social media policy

The use of social media by Australian public servants is governed by the APS Values and Code of Conduct.

As an APS employee you must ensure that you fully understand and adhere to the APS Values and Code of Conduct and how they apply to official and/or personal online communication, including, but not limited to:

- being professional
- behaving with respect and courtesy, and without harassment
- being sensitive to diversity.

As an employee or contractor of the AIHW you must, at all times, comply with and make decisions regarding the release of information in accordance with all relevant legislation, agreements and related policies including:

- Chapter 3 of *APS Values and Code of Conduct in practice: a guide to official conduct for APS employees and Agency Heads*.
- AIHW media engagement policy & procedures
- AIHW's Electronic Communications Policy
- *Australian Institute of Health and Welfare Act 1987*
- *Privacy Act 1988*

While the AIHW's Social Media Policy is directed towards staff authorised to use AIHW social media channels, you must give due consideration to personal social media postings, including blogs, social networking sites and other online media which allow user participation and interaction.

Account creation and management

- The creation of social media accounts or access to social media must be supported by the relevant Group Head, jointly endorsed by the Digital and Media Communications unit (DMCU), and approved by the Statistics and Communications Group Head.
- The DMCU and the ICT Operations Unit (ICTOU) are responsible for the creation and maintenance of all AIHW social media accounts.

Employee access to AIHW social media sites

- Access to social media, when supported, endorsed and approved as outlined above, is set up by the DMCU and the ICTOU in accordance with the Institute's ICT usage policy.
- Social media accounts set up by the AIHW are for corporate use only.

Employee conduct

- Employees must be authorised by their Group Head post information on behalf of the AIHW. You must comply with all relevant legislation, agreements and related policies, and ensure that the information you post is accurate and appropriate.
- When posting on AIHW sites or commenting on other sites on behalf of the AIHW you must identify yourself as an AIHW employee.
- APS employees may make public comments on social media sites in a private capacity, as long as you make it clear you are expressing your own views.

Security

- ICT security policies apply to all social networking sites and articles.