



AUSTRALIAN NATIONAL MARITIME MUSEUM

SOCIAL MEDIA POLICY

Version 2.0

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1. TITLE

Australian National Maritime Museum Social Media Policy.

2. INTRODUCTION

The Australian National Maritime Museum (the Museum) connects Australians with the past, present and future. Its purpose is to develop, preserve and present its collections, research and expertise to connect visitors to the stories of this nation shaped by sea.

The Museum actively encourages the use of social media and has a range of platforms to further its marketing and communications and to reach a broad audience. It also recognises that all employees can communicate online, in many ways and through diverse media. It requires all staff to exercise good judgement about their professional social media activity and to consider the context and implications of their actions.

Social media broadly refers to online platforms which enable users to share content online and interact with others. Where social media and instant messages are used as part of agency business, they are official Government records.

3. PURPOSE

This Policy supports staff in their online use, providing guidance and clarity on how to conduct themselves on social media and informs them of their responsibilities. It encourages employees to find a voice in social media, while protecting the Museum's interests.

It is informed by the Australian Public Service (APS) *Values and Code of Conduct* as well as Section 6 of *APS Values and Code of Conduct in Practice*. These have been designed to ensure that public servants act with integrity, impartiality, accountability and professionalism and include the requirements that public servants must:

- use public resources appropriately and only for authorised purposes
- behave in a respectful and non-discriminatory manner
- remain politically neutral in the performance of their duties, and
- use social media responsibly and in accordance with *APS Values and Code of Conduct*.

4. SCOPE

The policy applies to all Museum workers and volunteers, as well as contractors, who use or participate in social media professionally.

5. POLICY STATEMENT

Staff are expected to exercise good judgment about their social media activity, and consider the context and implications of their actions.

5.1 Official use

Official use refers to authoring content for the Museum's branded social media accounts, which are the digital voice and public face of the Museum, the Director and its staff. Museum social media accounts are managed by the Museum's Manager, Social Media. The Deputy Director may give

permission to other staff to use official Museum channels as required. The Social Media Reference Group suggests content to be developed and posted by the Social Media Producer.

Employees conducting official communication through social media:

- must have approval from the Deputy Director to use the Museum’s social media accounts in an official capacity
- must read, understand and comply with the Museum’s ICT Acceptable Use Policy, IT Security Policy, Privacy Policy and this *Social Media Policy*
- must not comment on the activities of another Museum section other than providing factual information that is on the public record, unless they have authority to do so
- must avoid any statement that might bring the Museum into disrepute
- must not commit the Museum to any action or initiative without appropriate authority
- must not disclose official information unless authorised to do so, or unless it is already in the public domain
- should be aware of, and must adhere to, laws covering libel, defamation, privacy and the protection of intellectual property
- must ensure that all social media activities are in line with Museum policies and APS values. These include:
 - behaving with respect and courtesy, and without harassment
 - dealing appropriately with information, recognising that some information needs to remain confidential
 - delivering services fairly, effectively, impartially and courteously
 - being sensitive to the diversity of the Australian public
 - taking reasonable steps to avoid conflicts of interest
 - not acting in a way that would call into question an employee’s ability to be apolitical, impartial and professional in the performance of their duties.
- must protect personal information entrusted to the Museum from distribution into the public domain
- must abide by any copyright notices and intellectual property legislation attached to content they wish to use. Staff should cite or otherwise acknowledge content sources when they are known, and
- must refer to the Deputy Director for guidance in the event of an emergency or business continuity event.

5.2 Unofficial Use

This refers to any social media activity other than that undertaken using the Museum’s branded accounts. As with official use, staff are bound by the APS *Values and Code of Conduct*. Any breach of the Code can result in sanctions, ranging from a reprimand to termination of employment.

Many Museum staff use social media in an unofficial capacity. Staff need to consider how their unofficial social media activity may reflect on the Museum and the APS. Staff must be aware that their unofficial social media activity can call into question their objectivity, integrity and ability to perform their duties as Museum and/or APS staff.

Unofficial use of social media falls broadly into two categories: professional and personal use.

Professional use

Professional use is when an employee is commenting individually on social media but as an experienced person in their particular field, where that field relates to their employment at the

Museum. In this capacity they are not representing the Museum or the Government, nor speaking on their behalf.

Staff participating in social media in a professional capacity:

- must declare their purpose and their position at the Museum
- must provide a disclaimer making it clear that the views expressed are their own and do not represent those of the Museum
- must ensure that all activities are in line with Museum policies
- must not disclose official information unless authorised to do so or unless it is already in the public domain
- must protect personal information entrusted to the Museum from distribution into the public domain, and
- should not comment in depth on the activities of another Museum or government department apart from providing information that is already in the public domain.

Personal Use

Personal use refers to staff using social media as a private citizen. It is when a staff member is commenting on social media with a profile that is not identified as Museum staff member. Employees participating in private social media activity are expected to uphold the Museum's *ICT Acceptable Use Policy*, the *Code of Conduct* and the [APS Values and Code of Conduct](#) even when the material is in their unofficial social media accounts, is published anonymously or using a pseudonym.

Staff engaging in personal social media activity must be aware of the risks involved in discussing their work and political views. It is recommended that staff familiarise themselves with the Australian Public Service Commission's [Social media: Guidance for Australian Public Service Employees and Agencies](#).

5.3 Inappropriate Use

Inappropriate use of social media includes, but is not limited to:

- using discriminatory, defamatory, abusive or otherwise objectionable language in content
- releasing sensitive, personal or confidential agency information
- using the Museum's name, brand, or logo without consent
- accessing, downloading or transmitting any kind of sexually explicit material or violent or graphic images
- accessing, downloading or transmitting any material deemed illegal under NSW or Australian Commonwealth law
- accessing, downloading or transmitting hate speech and overt racism, material extolling the inherent or moral superiority or inferiority of a particular race, ethnicity or sexual orientation, racial epithets or religious bigotry
- attempting to gain unauthorised access to the computing resources of other organisations
- protesting against policies implemented by the Museum
- conducting private business on Museum platforms
- compromising the privacy of any person
- using services for personal political purposes
- disruption of the integrity of the Museum's data or information services.

Staff who use social media inappropriately and which is deemed not to be in the best interest of the Museum will be subject to investigation and possible disciplinary action. The Museum will remove, or request to be removed, any material that is in breach of the Guidelines provided in this policy.

6. GUIDELINES FOR USE OF SOCIAL MEDIA

6.1 Privacy

Museum staff must familiarise themselves with the *Privacy Policy* to ensure the protection of information relating to staff, members, artists and our audience.

6.2 Child Safety and Permissions

In line with the *Museum's Child Safety and Wellbeing Policy* and the Commonwealth's Child Safe Framework, children must have signed permission from their guardian or school to be captured on film or in a photograph. As a general rule, social media content should not identify children by name unless given express permission by a parent or legal guardian and it is absolutely necessary.

6.3 Access and Inclusion

Museum staff should be familiar with the *Disability Discrimination Act 1992* and assist the Museum in being inclusive of all audience needs. Where possible, staff should follow the *Web Content Accessibility Guidelines 2.0* and use accessibility software on platforms, including:

- providing written image descriptions, and
- providing subtitles or closed captions on video content.

6.4 Influencers, Content Creators and Collaborators

The Commonwealth Government in general does not support the use of social media influencers. If the Museum wants to engage influencers or content creators to promote a particular exhibition or program, Marketing must undertake comprehensive due diligence to:

- inform the assessment of an influencer's suitability, content relevance, legitimacy, authenticity, audience quality and reach
- check their prior content to ensure that the influencer has not communicated any conflicting messages in the past and that they align with the Museum's vision and values, and
- ensure that the Museum is not brought into disrepute through association.

7. ROLES AND RESPONSIBILITIES

The relevant **Assistant Director** is accountable for official social media channels and collaborates with the Museum's Executive to ensure the policy is understood and training is offered across the Museum. Approves use the Museum's social media accounts.

The **Head of Brand and Marketing** is responsible for developing strategy for the Museum's official social media accounts.

The **Manager, Social Media** is responsible for the editorial decision-making in relation to social media including sourcing and posting media content on the Museum's official accounts and overseeing and managing all social media activity on these accounts. They engage with social media communities on behalf of the Museum and work to protect and manage our online reputation.

8. DEFINITIONS

Author - a person who finds or creates content and then publishes it on a social media platform.

Content - text, images, video, audio, infographics, documents and links to websites which are published by authors onto social media platforms.

Official - the Museum's accounts and the social media activity that is undertaken on behalf of the Museum's accounts.

Post - the act of publishing any content or comment on social media.

Staff - ongoing employees, non-ongoing employees and persons engaged under a contract between the Museum and a recruitment agency.

Social media activity - the posting of content; liking, following and subscribing to social media accounts; sharing, commenting on and marking content as a favourite; sending a private message to a user or account; tagging other users in posts; using geo-tagging to declare a user's location; interacting with others using social media platforms.

9. REFERENCES

9.1 Commonwealth

[*APS Values, Code of Conduct and Employment Principles*](#)

Australian Public Service Commission, [*Social media: Guidance for Australian Public Service Employees and Agencies*](#)

Australian Public Service Commission, Tips for Employees

Disability Discrimination Act 1992

Privacy Act 1988

Public Service Act 1999

Public Service Regulations 1999

Work Health and Safety Act 2011

9.2 New South Wales

Child Protection (Working with Children) Act 2012

9.3 Australian National Maritime Museum

Child Safety and Wellbeing

Code of Conduct

ICT Acceptable Use Policy

ANMM IT Security Policy

Privacy Policy

9.4 Australian policies, procedures and associated documents

Law Society of NSW, *Social Media*

Web Content Accessibility Guidelines 2.0

10. POLICY APPROVAL

This policy was approved by the Executive Review Group on 25 January 2024.

11. POLICY REVIEW

This policy will be reviewed in three years. Where there are changes to statutory or other compliance obligations that necessitate a review outside of this biennial cycle, a review will occur as soon as is practicable after those changes take effect.

12. VERSION HISTORY

Version	Date	Responsible Officer	Comments
1.0	22 May 2023		
2.0	January 2024	Head of Governance	Updated based on ERG review