



**Australian Government**

**Bureau of Meteorology**

## Use of Social Media Guidelines

<b>Purpose</b>	This document sets out the policy of the Bureau of Meteorology (the Bureau) on the use of social media as 1) communication, engagement and service delivery tools and 2) for contributing to social media as a representative of the Bureau.
<b>Scope</b>	<p>This policy:</p> <ul style="list-style-type: none"> <li>• applies to all areas of the Bureau</li> <li>• applies to all Bureau employees including contractors</li> <li>• is for internal and external, private and professional use of social media</li> </ul>
<b>Background</b>	<p>Social media is commonly associated with the use of the web as a tool for people to interactively share information and collaborate. Social media, also known as online media or Web 2.0, are fast-paced and interactive communication tools which include social networking sites (eg Facebook, Twitter), video-sharing sites (eg YouTube), wikis, blogs, photo-sharing, web chats and forums etc.</p> <p>The Australian Government is encouraging the official use of social media. <i>Ahead of the Game: Blueprint for Reform of Australian Government Administration</i> outlines the Government's intention to create a more open government for consultation and collaboration with the public by using social media tools such as online policy forums and blogs.</p> <p>The Australian Government's response to the <i>Report of the Government 2.0 Taskforce</i>, supports stakeholder interaction through social media collaborative tools.</p> <p>The use of social media as online communication, engagement and service delivery tools supports the Bureau's <i>Strategic Plan (2010-2015)</i> to; identify the needs of government, industry and the community; build effective two-way communication channels and target communications to relevant stakeholders; and enhance community understanding of the risks and impacts of severe weather events. The Bureau's <i>Information and Communication Technology (ICT) Strategy (2010-2015)</i> and <i>Communications Strategy</i> (in development) also align with the use of social media by the organisation.</p>

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### Approach

The Bureau's approach is to embrace the use of social media as a vehicle for achieving better communication, engagement and service delivery to staff, stakeholders and the community with a clear governance and accountability framework, and the application of sound principles underpinning its use.

For the Bureau, this means authorising the use of social media for purposes described in the principles below.

### Principles

The principles for the use of social media include:

1. The Bureau supports the use of social media tools to communicate, engage, collaborate, consult and interact with staff, stakeholders and the public on policy, products and service delivery.
2. The Bureau's Social Media Strategy seeks to develop a business context that will determine which social media tools are used. In addition to determining this, information and service delivery should use the most appropriate and cost-effective social media channel/s, follow best practice for records/information management and communications protocols.
3. The use of social media by the Bureau aims to improve and extend the Bureau's engagement with staff, stakeholders and the community. This includes the use of social media as a means of improving the efficiency with which collaboration and everyday business is undertaken by staff and stakeholders.
4. All online communications on behalf of the Bureau must be undertaken by staff who are authorised to do so by the Online Channel Management Team. These staff will undergo specialised social media training prior to becoming authorised.
5. Social media must not be the only way the public can provide or obtain current Bureau information and data. There may be however, a few exceptions to this principle in future depending on the communication strategies for certain information, products and services.
6. Bureau staff must use social media tools effectively, ethically and comply with:
  - Bureau policies including the *Internet and Email Usage Policy* and the *Bureau's Usage Standards* (below)
  - APS Values and Code of Conduct
  - Australian Public Service Commission's (APSC) *Protocols for Online Media Participation* (Circular 2009/6).
7. The use of social media tools must comply with the *Archives Act 1983*, *Privacy Act 1988* and other legislative requirements.

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8. Social media messages must be 'user-focussed' and accessible. This means messages are to be specifically written for the audience of that social media tool and in line with WCAG 2.0 accessibility guidelines endorsed by the Australian Government.
9. All social media tools that are developed by or for the Bureau, should conform to the principles of 'user-centred design'. This approach focuses on the experience, needs and limitations of users at every stage of the planning, design and development process.
10. The use of social media tools must tie in with the Bureau's branding and key messages to ensure consistency with all formal communication channels.

The terms and 'conditions of use' of social media tools used by the organisation must not conflict with APS or Bureau policies.

### Usage Guidelines

The following *Usage Guidelines* provide a framework for Bureau staff, including non-ongoing staff and contractors, who use internal and external social media tools for personal and professional purposes. This policy encourages staff and contractors to take responsibility for their activity and aims to give an indication about when Bureau and APS policies do and do not apply.

This policy should be read in conjunction with relevant Bureau policy including the *Internet and Email Usage* policy, the APSC's *Protocols for online media participation* as well as the APS Values and APS Code of Conduct. Employees should also follow the Australian Government's *Privacy Act 1988* and the *Archive Act 1983*.

With the ongoing development of the Social Media Strategy over the next 12 months, the Bureau will be looking to use social media to engage existing and new audiences with Bureau information, products and services, and to seek and share user-generated content. Use of social media by staff and contractors will occur for work or personal purposes in or out of work hours.

### Standards

The following four standards apply to work and personal use of social media, with Bureau accounts and personal accounts, by staff and contractors, at any time:

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1. Do not mix the professional and the personal in ways likely to bring the Bureau into disrepute.
2. Do not undermine your effectiveness at work.
3. Do not imply Bureau endorsement of your personal views or represent information in such a way that Bureau endorsement is implied.
4. Do not disclose confidential information obtained through work.

These should be considered as whole-of-Bureau standards which will be developed further to address risks and opportunities of social media with the ongoing development the strategy.

### Roles and Responsibilities

#### Online Channel Management Team

The Online Channel Management Team (Corporate Services) will be the central point from which the Social Media Strategy and related policy and processes will be coordinated and developed. Implementation of strategy initiatives, social media training and communication activities will also be coordinated from this point.

Bureau staff are encouraged to provide input and suggestions relating to social media as to assist with the ongoing development of the strategy. Additionally, the team will be looking to form a network of stakeholders across the organisation to help inform the content strategy for the upcoming Bureau Facebook. This process will be coordinated largely through the use of the Bureau's internal social media platform, Yammer.

Any queries relating to the strategy and implementation plan or suggestions and input should be sent to [REDACTED] ([REDACTED]@bom.gov.au) at this time.

#### Social Media Working Group

The internal Social Media Working Group was established to undertake a benefits analysis and develop a series of recommendations for the Executive relating to the creation of the Bureau's Social Media Strategy and implementation of social media

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initiatives.. The Social Media Working Group will meet for a further 12 months so to continue contributing to strategy and process development, innovation and implementation planning. Members will also continue representing the interests of their various areas and assist in building a network across the organisation that can be drawn upon to provide input for Bureau social media activities.

### **Authorised Employees**

At this stage, all online communication on behalf of the Bureau must be undertaken by staff who are authorised to do so by the Online Channel Management Team. These employees will facilitate communicate activities and administer the Bureau's Web 2.0 sites and pages. Authorised staff may represent and comment on behalf of the Bureau in internet social media forums. However, the content for such forums will be sourced from the appropriate Bureau business areas, branches and regions to ensure consistency and quality of the information.

Before becoming authorised, staff must undergo specialised social media training so to appropriately and effectively represent the organisation through its official external social media sites.

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## Use of Social Media Guidelines

### Bureau Policies

1. Use of Social Media Policy and Standards (Draft)
2. Internet and Email Usage Policy

### Related documents

3. Circular 2009/6: Protocols for online media participation, Australian Public Service Commission
4. Bureau's ICT Strategy: 2010 – 2015
5. Social media personal use policy
6. Bureau's Strategic Plan: 2010 - 2015

### References

1. Advisory Group on Reform of Australian Government Administration, *Ahead of the Game: Blueprint for the Reform of Australian Government Administration*, [http://www.dpmc.gov.au/publications/aga\\_reform/aga\\_reform\\_blueprint/index.cfm](http://www.dpmc.gov.au/publications/aga_reform/aga_reform_blueprint/index.cfm), viewed 5 April 2010.
2. Government 2.0 Taskforce, *Engage: Getting on with Government 2.0, Report of the Government 2.0 Taskforce*, <http://www.finance.gov.au/publications/gov20taskforcereport/index.html>, viewed 5 April 2010.
3. Government response to the report of the Government 2.0 Taskforce, <http://www.finance.gov.au/publications/govresponse20report/index.html>, viewed 3 May 2010.
4. Web Content Accessibility Guidelines (WCAG) 2.0, <http://www.w3.org/TR/WCAG20/>

### Contacts

[REDACTED]

9669 [REDACTED]

### Review date

02/02/2011

## Document approval

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This policy has been endorsed and approved XYZ

## Change history

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Version	Date	Author	Reason for change
0.1	15/11/2011	[REDACTED]	Initial draft
0.2	02/12/2011	Social Media Working Group	Review of draft
0.3	27/01/2011	[REDACTED]	To add Usage Standards and adapt content based on outcomes from the Executive and Social Media Working Group meetings.
0.4			
0.5			
0.6			
0.7			
0.8			
1.0			
1.1			

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**Australian Government**  
**Bureau of Meteorology**

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In reply please quote

EXEC 11/0015

To all Staff & Contractors

**Social Media Strategy Update**

At the Executive Meeting on 19 January 2011, the Executive approved the development of a Social Media Strategy and the implementation of social media initiatives. The phased implementation is scheduled to take place over the next 12 months, and will draw on market research, monitoring and evaluation. One aspect of the Strategy will be the online trialling of a Bureau Facebook page and offline testing of Twitter. These trials will both contribute to the ongoing development of the strategy and the implementation of future initiatives.

In the interests of harnessing the energy, enthusiasm and ideas of staff members throughout the Bureau we ask that staff send any suggestions or comments regarding the development of the Strategy to [REDACTED] (@bom.gov.au) [REDACTED] will soon be seconded to the role of Social Media Manager (based within the Online Channel Management Team led by [REDACTED])\* and will be able to answer any enquiries you have about the Strategy's development over the next six months.

The Strategy will incorporate a centrally coordinated approach to official Bureau social media activity. Once the Strategy has been implemented, staff across the organisation will have the opportunity to form part of an internal network, coordinated by [REDACTED], largely through the use of Yammer.

Draft guidelines titled *Use of Social Media Guidelines* apply to all Bureau staff (including contractors) using social media for internal, external, private and professional use. These guidelines will continue to evolve in parallel with the ongoing development of the Social Media Strategy. In this document there are four key standards that can be found under the Usage Guidelines heading (page 4) which encourage staff to consider responsibly their social media activity. Also contained in the Guidelines is important information on the application of Bureau and APS policies to Social Media.

On another note, the uptake of Yammer has been fantastic. Over 600 Bureau staff are now members, and are using it effectively for activities including networking, information sharing and discussion. This has been especially valuable during the recent severe weather events.

Just a reminder to staff that Yammer is hosted externally. Please treat this tool in the same way you would all emails and be mindful that any on-line posts, especially in relation to the recent severe weather events, are discoverable as part of any ongoing or future inquiry. Please refer to Staff Notice Exec 11/0001 (issued 04/01/2011) about the use of social media in the Bureau should you require any further information.

(Alan Vallance)  
**Deputy Director (Corporate)**

14 February 2011



**From:** [REDACTED]  
**Sent:** Wednesday, 6 July 2011 10:23 AM  
**To:** Bureau\_all  
**Subject:** Bureau social media platforms - now live [SEC=UNCLASSIFIED]

Dear staff,

I am pleased to announce that we now have an OFFICIAL Facebook page, Youtube channel and Bureau Blog.

They have been released today as part of a six month trial of social media and provide information for people interested in learning more about the Bureau's work. At this stage, the social media platforms will not be used to distribute weather and warning information.

The trial is a key part of the Bureau's Social Media Strategy approved by the Executive earlier this year (Staff Notice 11/0015). It will help with the development of the strategy and potential implementation of other platforms such as Twitter.

During the trial period, information posted on the three platforms will include articles, notices, interesting facts, video materials, upcoming events and activities, and more. Links to information on the Bureau's Blog and Youtube channel will be posted to our Facebook page. Through social media we are looking to engage with and build our online community.

Although we may not be able to answer all enquiries posted on our Facebook page, we will provide responses to as many enquiries as possible, as quickly as possible.

#### ***Responsibilities - you and the Social media team***

A team of administrators has been trained to support the social media channels and you should contact [REDACTED] [REDACTED]@bom.gov.au) if you have work-related information you would like posted to any of the platforms.

If you wish to participate on the Official Bureau Facebook page you should familiarise yourself with the attached *Use of Social Media Guidelines*. The guidelines apply to all staff including contractors at the Bureau and inform you of your responsibilities.

Staff must not use personal Facebook accounts to post work-related information to the official Bureau Facebook page.

#### ***Links***

##### ***Facebook***

<https://www.facebook.com/mobileprotection#!/pages/Bureau-of-Meteorology/170992086298033>

##### ***Blog***

<http://www.bom.gov.au/social/>

##### ***Youtube***

<http://www.youtube.com/user/BureauOfMeteorology?feature=mhee>

We look forward to your input and support during the trial.

[REDACTED]

[REDACTED]

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