

Social Media Policy

Purpose

1. To outline the use of and engagement with social media at Public Skills Australia. The policy outlines objectives, roles, procedures, and constraints on the use of social media, including how Public Skills Australia engages with relevant social media content from across the public safety, government, and corrections industry sectors.

Objectives

2. To enable stakeholder engagement using social networking sites and platforms as a tool to help inform the public safety, government, and corrections industry sectors as well as the general public about the organisation's operations and information releases.
3. Social media is a medium for Public Skills Australia to enhance and extend its existing work by:
 - establishing and maintaining dialogue with public safety, government, and corrections stakeholders, and the wider community
 - staying up to date with the latest news, announcements and engagements regarding the vocational education and training (VET) sector
 - remaining aware of and adopting good practice in public communications and engagement, education and training, careers and pathways, diversity and inclusion, Aboriginal and Torres Strait Islander engagement, and the operations of registered training organisations (RTOs), in particular industry sector enterprise RTOs (ERTOs).

Scope

4. This policy is to be read in conjunction with the Constitution of Public Safety Skills Australia Limited and all Public Skills Australia policies; no policy is a standalone document.
5. All Public Skills Australia policies are to be read in conjunction with following Australian Government Department of Employment and Workplace Relations (DEWR) documents:
 - *Jobs and Skills Councils Code of Conduct*
 - *Jobs and Skills Councils Integrity Framework*
 - *Jobs and Skills Councils Performance Framework*
 - *Jobs and Skills Councils Program Guidelines*

- *Performance and Monitoring Framework (under development)*
 - *Training Package Organising Framework (TPOF)*
 - *Stage 2 Grant Agreement.*
6. All Public Skills Australia policies apply to staff and Company office holders, as well as contractors, subcommittees, networks, and working groups when undertaking work on behalf of Public Skills Australia.

Roles

7. Public Skills Australia staff engaging with social media in an official capacity are delegated and trained in the content development, editing, and monitoring of the organisation's online engagement.
8. All Public Skills Australia social media content will be authorised by the CEO; any Public Skills Australia staff member may be asked to create content.
9. The Public Skills Australia executive team will be collectively responsible for:
- maintaining the Public Skills Australia social media profile
 - editing and finalising content
 - assessing risks associated with content and online engagement
 - maintaining good practice and etiquette
 - troubleshooting technical issues
 - compiling metrics for evaluation
 - reporting and managing updated contact lists for social media engagement.

Key audiences

10. Public Skills Australia is committed to fostering a diverse social media audience that will grow with the profile of the agency. All staff will have a responsibility to consider ways to expand the audience.

11. Public Skills Australia industry sectors include:

- public safety – defence, emergency services, fire, police
- government – local, state and territory, federal
- corrections
- other industry sectors whose qualifications and skill sets are located in Training Packages under Public Skills Australia’s responsibility.

12. For Public Skills Australia, primary stakeholders include:

- federal Minister for Skills and Training, as well as the state and territory Skills Ministers
- DEWR
- industry sectors (including employers, unions, and governments) and learners from public safety (defence, emergency services, fire, police) government (local, state and territory, federal)
- corrections
- other industry sectors whose qualifications and skill sets are in Training Packages under Public Skills Australia’s responsibility
- Jobs and Skills Australia (JSA)
- state and territory training authorities
- other JSCs, particularly those who work in areas relevant to its industry sectors.

13. For Public Skills Australia, secondary stakeholders include:

- government agencies and regulatory bodies
- National Careers Institute
- registered training organisations (RTOs), in particular enterprise RTOs who work in areas relevant to its industry sectors
- training-related advisory bodies, councils, committees, and groups
- higher education providers that work in areas relevant to its industry sectors
- vocational education and training (VET) consultants.

Procedures

Social media platforms

14. Australian government guidance about appropriate media platforms and their use will be followed.

TikTok application

15. In relation to the risks of the TikTok application, Public Skills Australia will follow the advice provided in the Australian Government's Direction on the TikTok application (Protective Security Policy Framework Direction 001-2023, 4 April 2023), which states:

- *Entities must prevent installation and remove existing instances of the TikTok application on government devices, unless a legitimate business reason exists which necessitates the installation or ongoing presence of the application.*

Official use of social media

16. When engaging in social media in an official capacity, Public Skills Australia staff will comply with this policy; language used will be professional, polite, respectful and inclusive. All social media content will be assessed for risk and reputational damage to Public Skills Australia.

17. Public Skills Australia commits to:

- disclosing only information that is in the public domain
- ensuring that offensive, threatening, defamatory, discriminatory, or hateful language and personal attacks are not used in social media content
- ensuring that content does not infringe copyright or privacy laws or breach any form of court order
- immediately actioning any complaints or remedying potential infringements.

18. All staff can suggest, draft, and create content to be approved for publication via Public Skills Australia social networking sites and platforms.

19. Final writing and publication of social media content will be carried out by members of the executive team, with final authorisation provided by the CEO.

20. To enhance the usefulness of Public Skills Australia social media content, the company will endeavour to include a hyperlink to the organisation's website, where more detailed information can be found.

21. Public Skills Australia will respond to comments and enquiries in a timely fashion where it is reasonable to do so. The CEO will decide whether to respond to direct messages via social media, in accordance with this policy.
22. To better inform the Public Skills Australia audience, Public Skills Australia will follow, share, link, and recommend relevant news, analysis, and opinion, where appropriate.
23. In keeping with current good practice guidelines, Public Skills Australia will publish a maximum of 5 social media posts per day (at least 30 minutes apart), to avoid followers becoming dismissive of 'spam'.

Personal use of social media

24. Public Skills Australia staff must not use their Public Skills Australia email address for personal use of social media.
25. Public Skills Australia staff are strongly recommended to take care when including and publishing personal information on social media sites and considering who to personally associate with.
26. Public Skills Australia staff should not publish material on personal social media accounts that may damage the reputation of Public Skills Australia. This includes posting or endorsing obscene, threatening, vilifying, or discriminatory content.
27. Where Public Skills Australia staff believe they have been targeted on their personal social media accounts due to their position with Public Skills Australia, they should notify the executive team and discuss assistance in managing their wellbeing.

Reviewing this policy

This policy will be reviewed when applicable and within 3 years.

Version control

Version Number	Date	Comment
Version 1	May 2023	Policy created
Version 2	August 2024	Administrative Style Changes