



## 1 POLICY STATEMENT

The Australian National Botanic Gardens (ANBG) will host social media platforms and online communities, such as Facebook, blogs and podcasts. ANBG staff are encouraged to contribute to ANBG's social media platforms and online communities.

## 2 APPLICATION

This policy applies to all Australian National Botanic Gardens staff and contractors.

It will assist ANBG/DNP staff members when they use social media in the following capacities

- Adding content to official ANBG social media pages
- Creating an 'expert' blog, in a specialised field, as a representative of the ANBG
- Making references to the ANBG within a personal capacity on a social media platform

This policy does not apply to ANBG/DNP staff in their personal use of social media platforms where the staff member makes no reference to ANBG or DNP

## 3 SOCIAL MEDIA TOOLS

Social media platforms allow users to share and upload media content such as photographs, videos and comments to the Internet quickly and easily.

Social networks are one of the fastest growing areas in modern communications technology and are an effective way to encourage two-way communication with stakeholders.

- Social networking sites such as Facebook, Bebo, Friendster
- Video and photo sharing sites, such as Flickr and You Tube
- Micro-blogs such as Twitter
- Weblogs
- Forums and discussion boards
- Encyclopedias such as Wikipedia
- Online communities

## 4 PURPOSE OF SOCIAL MEDIA

When posting media content to social networking sites it is helpful to remember the reasons for doing so. When using Australian National Botanic Gardens' social sites the aims should be to:

- Promote the ANBG mission
- Reach a wider, more diverse audience
- Educate, inform and entertain
- Endorse scientific research for professionals and the community
- Promote debate with a view to finding solutions
- Consider alternative viewpoints
- Promote events and exhibitions
- Learn about the community and its needs

## 5 ROLES AND RESPONSIBILITIES

There are two capacities in which staff can use social networking sites. Within the official Australian National Botanic Gardens' pages, and within personal pages, which they have created and administer themselves.

### 5.1 Australian National Botanic Gardens social networking platforms

When using social networking sites administered by the Australian National Botanic Gardens staff should:

- Request appropriate training or assistance from CVS staff
- Complete an *Online consultation comment authorisation* form available on DEWHA intranet or from CVS staff
- Adhere to the APS Values and APS Code of Conduct that apply in a physical work environment
- Promote the values and goals of the Australian National Botanic Gardens
- Educate
- Inform
- Contribute
- Respect all stakeholders
- Withhold confidential information
- Respect the privacy of colleagues and fellow employees
- Agree that content and contacts will remain the property of the Australian National Botanic Gardens

### 5.2 Weblogs within the Australian National Botanic Gardens' platforms

A staff member may wish to create a blog within Australian National Botanic Gardens' social media, for example, native plants for the Canberra gardener, or water-wise gardening.

- Written permission must be sought from the General Manager or Executive Director
- Advice and direction on content shall be taken from Executive Director, General Manager and Communications and Visitor Services staff

- Personal blogs will reflect the mission and goals of Australian National Botanic Gardens and adhere to its values
- Make criticism or judgment in a courteous manner; for example, 'I think policy should be different because...' rather than, 'This policy is stupid.'
- Admit to mistakes
- Protect yourself – be judicious about what you write. Once material has been made public it can be very quickly disseminated, and very difficult to reclaim.
- The content will remain the property of Australian National Botanic Gardens

### ***5.3 Personal spaces and blogs that refer to the Australian National Botanic Gardens***

When referring to the ANBG in a personal capacity:

- Show respect for your audience
- Uphold the APS Values and the APS Code of Conduct
- When appropriate, use your real name and identify yourself as a staff member of the Australian National Botanic Gardens
- Be judicious about what you write
- When making comments or opinions be sure to identify these as your own, not those of the Australian National Botanic Gardens. Consider using a disclaimer if appropriate. This might say, 'The views expressed in this blog are my own and not those of the Australian National Botanic Gardens.'

## **6 MODERATION**

All defamatory postings will be removed by Australian National Botanic Gardens' Web Coordinator or Social Media Officer at their discretion.

Defamatory postings include, but are not limited to, those that are: racist, sexist, threatening, insulting, unlawful and threatening to another's privacy.

## **7 MAINTENANCE**

An identified Communications and Visitor Services staff member (Social Media Officer or Web Coordinator) is responsible for maintaining an online social presence and analysing results.

This includes

- Maintaining a steering committee in accordance with DEWHA ICT guidelines
- Training and assisting staff to use social media as and when appropriate
- Participating on other sites and blogs
- Opening comments
- Sharing and distributing by adding 'Email this to a friend' links or 'Add to Facebook' links, and other means as available
- Submitting to social sites

- Tracking blog mentions
- Responding to posts and comments, particularly to negative feedback
- Recording events
- Uploading new content, photos and vodcasts regularly

## 8 IMPLEMENTATION, MONITORING AND REVIEW

The Assistant Director Communications and Visitor Services is responsible for the implementation and monitoring of this policy.

A Social Media Implementation Plan will be developed for each social media platform before being launched by ANBG.

This policy will be reviewed annually from the date of its endorsement, unless a review is required earlier by the General Manager/ Executive Director of the Australian National Botanic Gardens.

## 9 RELEVANT LEGISLATION/LITERATURE

- *Australian National Botanic Gardens Management Plan 2009 - 2019* (under development)
- *APS Commission Circular 2008/8: Interim protocols for online media participation*
- *APS Values (Section 10) and Code of Conduct (Section 13) – Australian Public Service Act 1999*
- *Performance Agreement*
- *Guidelines for the Use of IT Facilities*

Policy endorsed on 17 / 03 / 2010

by

