

# SOCIAL MEDIA POLICY

Approved 5 July 2018

Chris Saines, Director, Queensland Arts Gallery | Gallery of Modern Art]

## 1. PURPOSE

The Queensland Art Gallery | Gallery of Modern Art (QAGOMA) is committed to providing multiple entry points to its Collection and exhibitions to enhance our audience's engagement with and interpretation and appreciation of art. Social media plays an important role in terms of how we interact with our audiences to achieve this, and to extend our experiences and relationships with them.

The intention of this policy is to establish a culture of openness, trust and integrity in our online activities and provide specific guidance on best practice behaviour when working and operating within social media, both for staff and online visitors.

## 2. SCOPE

Key online platforms covered by this policy include, but are not limited to, blogs, microblogs (e.g. Twitter), online comments, social networking sites (e.g. Facebook, Instagram), video sharing websites, photo sharing websites, and podcasts.

Compliance with this policy will assist the Gallery to fulfil its statutory obligations in relation to copyright, contracts and privacy matters.

Social media sites are constantly innovating and developing, and as such this policy will be reviewed annually and at other times if any significant new information, legislative or organisational change warrants a review. The effectiveness of this policy will be assessed as required and the policy will be amended if necessary to reflect QAGOMA's needs.

## 3. POLICY STATEMENT

QAGOMA encourages employees and contractors to engage in social media and online communities, but requires that all employees and contractors follow this policy when undertaking any social media in relation to QAGOMA.

## 4. DEFINITIONS

The following definitions apply to this document:

**Social Media** – refers to the means of interactions among people in which they create, share, exchange and comment on content among themselves in virtual communities and networks.<sup>[1]</sup> Furthermore, social media employs mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss and modify user-generated content.

**QAGOMA employee** – refers to full-time, part-time and casual staff who may be identifiable as a Queensland Government employees, whether or not they explicitly refer to their employment, or even when they post (or respond to a post) under an alias. Employees can be identified as public servants for a number of reasons, including as a result of the nature of the information they post or because members of their social media networks may already be aware they are public servants. QAGOMA Employee also refers to volunteers and contractors.

Online visitors – refers to members of the public visiting QAGOMA social media sites.

## 5. POLICY GUIDELINE ELEMENTS

### 5.1 Internal Management

The Marketing, Advertising & Digital unit is responsible for:

- creating and managing the Gallery's social media platforms and its online reputation in social media;
- posting both self-produced and accurate content provided by other departments in line with QAGOMA strategies;
- coordinating responses to inaccuracies or complaints posted on QAGOMA social media sites and third party sites where we have claimed the QAGOMA listing;
- identifying and escalating potential and actual breaches of this policy to the Executive Management Team;
- acting as a gatekeeper, monitoring and moderating social media channels;
- regular reporting on social media; and
- implementing risk mitigation strategies, in collaboration with the Executive Management Team and any other relevant sections.

### 5.2 Online Visitors

The Gallery encourages conversations with online audiences, engaging and maintaining external dialogue, and expects these spaces to remain pleasant and respectful for those who engage with QAGOMA through social media.

For this reason, online visitors are discouraged from posting spam, off topic or offensive comments. The Gallery does not knowingly post sensitive, derogatory or slanderous information, nor engage in dialogue of this nature.

Comments are able to be published by online visitors in social media without moderation and are monitored on an almost daily basis. Any inaccuracies or complaints related directly to Gallery business are addressed immediately with an official response from QAGOMA in the channel where the inaccuracy or complaint was made as appropriate. From time to time a holding statement may be posted where further information is required that will take more than 24 hours to obtain. Where the complaint relates to a third party connected to the Gallery, but not 'directly to Gallery business', it may not be necessary for QAGOMA to respond at all.

When disagreeing with others' opinions, online visitors must keep posts appropriate and respectful. Online visitors who don't comply with these guidelines for use may have their comments hidden (Facebook) or deleted (Instagram), or have their account blocked. Accounts are only blocked if online visitors continually infringe these guidelines.

Comments on certain social media sites, such as the Gallery's blog, are for discussion purposes only and comments do not necessarily represent the official views of QAGOMA. Any comments expressed are those of the individual author only. Comments on posts are moderated by the appropriate Marketing staff member with any reply supplied by relevant staff if required.

We understand online visitors may wish to take the Gallery's social media content and reuse it. When quoting the Gallery's social media sites, we request you link to the original post. When using a photograph or artwork, acknowledgement and copyright credit is required.

### 5.3 Personal Use Of Social Media

The Gallery recognises QAGOMA employees may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities. Many staff discuss their work at QAGOMA in ways that benefit the Gallery and its audiences.

However, staff should recognise the potential for reputational damage to be caused (either directly or indirectly) to the Gallery in certain circumstances via the personal use of social media when they can be identified as a Gallery employee.

Accordingly, staff should comply with this policy to ensure that the risk of such damage is minimised. Staff should think about the information they are posting, the channel it is being presented in, and how it will be perceived. Remember that information posted to social sites 'lives forever' and can be used out of context

Staff are personally responsible for the content they publish in a personal capacity on any form of social media platform. When in doubt, staff should seek guidance from their supervisor on how to comply with the following obligations.

Where social media comments or a social media profile identifies staff as a QAGOMA employee, volunteer or contractor.

#### **THEY MUST:**

- only disclose and discuss publicly available information (including photos, which may have copyright restrictions);
- ensure that all content published is accurate and not misleading and complies with all relevant policies;
- comply with the Code of Conduct for the Queensland Public Service; even when posting anonymously, under a pseudonym and/or not identify themselves as an employee of QAGOMA;
- be polite and respectful to all people they interact with;
- adhere to the Terms of Use of the relevant social media platform/website, as well as other applicable laws; and
- Inform the appropriate Marketing staff member of any potential problems, issues, negative information, or even accolades encountered about QAGOMA so the Gallery can respond accordingly in an official capacity if needed.
- Ensure at termination of employment with QAGOMA, that personal social media profiles are updated to remove reference to being a current QAGOMA employee

#### **THEY MUST NOT:**

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise unlawful;
- use or disclose any confidential information obtained in their capacity as an employee/contractor, be the first to make announcements or share behind-the-scenes details (e.g. photos) without first contacting the appropriate Marketing staff member to ensure it does not conflict with the QAGOMA Social Media content management strategy;
- imply that they are authorised to speak as a representative of the Gallery, nor give the impression that the views expressed are those of the Gallery;
- use their Gallery email address or any QAGOMA logos or insignia that may give the impression of official support or endorsement of personal comments;
- use the identity or likeness of another employee, contractor or other member of the Gallery;
- make any comment or post any material that might otherwise cause damage to the Gallery's reputation or bring it into disrepute; or
- create a social media account on behalf of the Gallery.

QAGOMA employees committing infractions of the provisions in this policy, or participating in online communication that is not in the best interest of the Gallery will be asked to remove the relevant post/s and be dealt with in line with the QAGOMA Discipline Policy.

#### 5.4 Online Wellbeing

If a QAGOMA employee finds themselves the object of cyberbullying – being deliberately and repeatedly harassed via information technology – within the workplace, they should immediately report this to their Section Head or a member of the Executive Management Team.

## 6. ADMINISTRATION

### 6.1 RELATED DOCUMENTS

#### QAGOMA

- QAGOMA Discipline Policy
- Publications Style Guide for Editors and Staff
- Use of ICT Facilities & Devices
- IT Security Policy
- Third party marketing and communication policy

#### Government

- Code of Conduct for the Queensland Public Service
- Use of Social Media Policy
- Information Privacy Act 2009

### 6.2 DOCUMENT OVERSIGHT

<b>Approval authority</b>	Director, Queensland Art Gallery   Gallery of Modern Art		
<b>Maintained by</b>	Head of Marketing, Queensland Art Gallery   Gallery of Modern Art		
<b>Release</b>	External	<b>File reference</b>	QR/2018/000013904
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### 6.3 DOCUMENT HISTORY

2 June 2015, updated & approved 9 August 2016, updated

Version	Approved by	Date	Revisions
1.0	Director	2 June 2015	Original Policy
2.0	Director	9 Aug 2016	Update re responsibility for creating accounts
3.0	Director	5 July 2018	Update re employee definition and employee identification on social media accounts.

## 7. LICENCE



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