

# Social Media Guideline



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## 1. PURPOSE AND SCOPE

The purpose of this document is to set out rules and standards for the use of internal and external social media platforms by Users.

This guideline applies to all employees, contractors or agents using social media in connection with Energy Queensland Limited (Energy Queensland or EQL) or its Related Bodies Corporate, referred to, in regards to the use of social media, as Users.

## 2. DEFINITIONS, ABBREVIATIONS AND ACRONYMS

**Blog or post** Refers to posting a journal or diary written for public viewing on internal or external social media and consisting typically of personal reflections, commentary on current events, etc. arranged chronologically.

**Energy Queensland ISMS** P028 EQL Management of Information Security policy describes the overarching Information Security Management System (ISMS) framework for managing cyber security and information security risks within Energy Queensland Group of companies.

**External social media** External Social media may include (although is not limited to):

- social networking sites (for example, Facebook, LinkedIn, Myspace, Bebo)
- video and photo sharing websites (for example Flickr, YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (for example 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (for example Twitter)
- wikis and online collaborations (for example Wikipedia)
- forums, discussion boards and groups (for example Google groups, Whirlpool)
- vod and podcasting
- instant messaging (including SMS, Jabber and Link)
- or any other social media channel.

**Internal social media** Internal social media includes use of *Workplace by Facebook* within the context of:

- video and photo sharing
- personal posts
- online events and forums
- discussion and collaboration groups
- instant messaging (including Workplace Chat).

**Related Body Corporate** The meaning given to that term in the *Corporations Act 2001*.

**Right to** The Right to Information (RTI) Act sets minimum standards for the

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<b>Information Act Information Privacy Act</b>	disclosure of information contained in Queensland Government agency held documents. The Information Privacy (IP) Act sets minimum standards for the disclosure of, and amendment to personal information of individuals contained in documents in the possession of Queensland Government agencies. Energy Queensland Limited, being a government owned corporation, is an agency for the purposes of the RTI Act and IP Act.
<b>Use of Systems Agreement</b>	The Energy Queensland Use of Systems Agreement as amended and updated from time to time.
<b>User or You</b>	Employees, contractors, consultants, advisors and agents of Energy Queensland and its related bodies corporate who use social media in connection with Energy Queensland or its Related Bodies Corporate.

### 3. REFERENCES

- F060 Energy Queensland Use of Systems Agreement
- P004 Energy Queensland Employee Code of Conduct Policy
- P007 Energy Queensland Out of Hours Conduct Policy
- P017 Fraud and Corruption Control Policy
- P018 Right to Information Policy
- [Energy Queensland Union Collective Agreement 2017 \(EQ UCA 2017\)](#)
- [Energy Queensland Retail Union Collective Agreement 2017 \(EQ RUCA 2017\)](#)
- *Energy Queensland Privacy and Security Statement*
- *Queensland Government Principles for the official use of social media networks and emerging social media*

### 4. INTRODUCTION

Social media, both Internal social media and External social media, is an important way of communicating with colleagues and customers. It is a quick way of sharing information, showing how EQL works, and responding to customer and employee feedback.

It may include any interaction or activity that occurs online, where Users can share information or data that might impact on other Users, customers, suppliers or any other parties who use our services.

It is a powerful medium that can be used for the benefit of Energy Queensland but which also has the potential to cause harm to Energy Queensland. It is therefore important to have in place a policy that sets clear rules and expectations for the use of social media in connection with Energy Queensland and its Related Bodies Corporate.

The same basic principles of use apply to both internal and external social media, however this document addresses internal, external, and external personal use of social media in separate sections to ensure clarity. General common principles include:

- Users are personally responsible for any social media content you publish, post, forward, share or endorse
- 'Publishing' is not just writing or posting your own material; it includes forwarding or sharing images, materials and posts from third parties, and endorsing material (e.g. 'liking')
- Users are expected to comply with Energy Queensland's SKILLED values and Code of Conduct
- Platforms should be used in such a way that adheres to Energy Queensland's legal obligations and this includes ring fencing requirements around confidentiality of customer information, as well as personal employee information
- Passwords and account information must be kept confidential

- Ensure you have relevant permission from the relevant person or persons to share information, images or other materials you choose to post, and realise once it is made public, it remains public.

## 5. PROFESSIONAL USE OF INTERNAL SOCIAL MEDIA

Workplace by Facebook is an important communication channel at Energy Queensland. Users of the platform are expected to do so in accordance with Energy Queensland's SKILLED values and Energy Queensland's Code of Conduct.

Participation on or use of the platform is voluntary. It is therefore important to ensure corporate messages consider the multiple communication channels available to share information with employees.

Like any social media channel, there are some basic guidelines to follow to ensure that the way in which we use Workplace is respectful of others' rights and opinions and is a productive and safe communication environment for all participants and Users

- Users of *Workplace* are encouraged to express their own views in a constructive and professional way that supports our SKILLED values and Code of Conduct. As such, Users should not publish/post, comment, forward, share or endorse ('like') material that is or may be construed as 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.
- The platform should be used in a way that adheres to Energy Queensland's legal obligations and this includes maintaining ring-fencing requirements around confidentiality of customer information; as well as personal employee information, unless expressed permission has been granted.
- Workplace is available to Users *for internal use only*. Permission from the sender/posters is required if you would like to use Workplace information externally.
- Ensure that you have relevant permission from the relevant person or persons to share information, images, documents or other materials you choose to post – also realise that once made public, it remains in the internal domain to share amongst your colleagues.
- Published content should be accurate, not misleading and comply with all relevant Energy Queensland policies and requirements
- 'Publishing' is not just writing or posting your own material – it includes forwarding or sharing images, material and posts from third parties, and endorsing material (e.g. 'liking').
- Passwords and account information must be kept confidential
- Workplace by Facebook is intended as an inclusive communication tool, where all employees are welcome. It is designed to allow instant communication and collaboration between Users. The Newsfeeds maybe tailored to Users' own preferences and allow Users to work easier and faster with colleagues. Administrators are encouraged to consider appropriate inclusion of team members including those on extended leave or secondment.
- Accessing *Workplace by Facebook* on Energy Queensland computers and mobile devices should be done in line with Energy Queensland's Use of Systems Agreement, which defines use in terms of: Authorised, Business, Professional and Reasonable Use.

Users are personally responsible for social media content that you publish, post, forward, share or endorse in your personal capacity. Users can seek guidance from HR Connect on how to comply with these obligations.

## 5.1. Posting content on Workplace by Facebook

Users of *Workplace by Facebook* are expected to participate on the platform in accordance with our Code of Conduct. Posts will not be reviewed from a compliance perspective before they are posted. In circumstances where Users consider any posts or content may be in breach of Energy Queensland SKILLED values or Code of Conduct, the post may be reported directly via the platform or to HR Connect.

Reasonable management action will be taken where posts and interactions are inconsistent with the SKILLED values and the EQL Code of Conduct.

If You have any questions relating to the Guidelines, or have concerns about Users not reflecting positive Workplace behaviours, please contact the Internal Communication Team on [Internal.Communications@energyq.com.au](mailto:Internal.Communications@energyq.com.au)

The general requirements for the professional use or spokesperson of Energy Queensland use on External social media are below.

## 6. PROFESSIONAL USE OF EXTERNAL SOCIAL MEDIA

### 6.1. Being appointed as authorised spokesperson

Before engaging in External social media as a representative of Energy Queensland, You must be an authorised spokesperson. You must not comment as a representative of Energy Queensland unless you are authorised to do so.

To become an authorised spokesperson, You are to undertake the relevant training and be approved as an authorised spokesperson by Energy Queensland.

### 6.2. Release of information through external social media

Once a User has been approved as an authorised spokesperson of Energy Queensland, when publishing material on behalf of Energy Queensland the User must:

- disclose that they are a representative of Energy Queensland, and use only their own identity, unless authorised to use an approved official account or avatar;
- disclose and comment only on publicly available information;
- ensure that all content published is accurate and not misleading and complies with all relevant Energy Queensland policies and other relevant requirements;
- ensure they are not the first to make an announcement (unless specifically given permission to do so);
- comment only on their area of expertise and authority;
- ensure comments are respectful of the community in which they are interacting online;
- adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and the applicable Energy Queensland privacy policy;
- keep passwords and account information confidential; and
- write material in accordance with Energy Queensland Brand Guidelines

When responding to publications on behalf of Energy Queensland, Users must not:

- post material which is offensive, 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 personal information or confidential information; and
- post any material which may otherwise cause damage to Energy Queensland's reputation or bring it into disrepute.

## 7. PERSONAL USE OF SOCIAL MEDIA

### 7.1. General principles

Energy Queensland recognises that Users engage in social media in their personal lives. This policy does not seek to discourage or limit personal use of social media by Users.

It is important that Users are aware of and understand the potential risks and damage to Energy Queensland that can occur, either directly or indirectly, from their personal use of social media and the potential for such as to be identified and linked to Energy Queensland can be inferred from their social media posts. Following this policy will ensure that the risk is minimised.

Users are personally responsible for content published in their personal capacity on any form of social media platform. When in doubt, Users can seek guidance from HR Connect on how to comply with these obligations.

If you identify your employer on your private social media platform, or if your employer could be identified by your social media contacts (for example, if you are connected with other Energy Queensland employees on the platform), you must be mindful of the association you create with your employer when publishing personal content.

### 7.2. Prohibitions related to personal use

Users must not:

- give the impression that they are authorised to speak as a representative of Energy Queensland, nor give the impression that the views expressed are those of Energy Queensland;
- use the identity or likeness of another User or other Energy Queensland User;
- use their Energy Queensland, Ergon Energy or Energex email address or any Energy Queensland logos or insignia that may give the impression of official support or endorsement of their personal comment;
- use or disclose any confidential information or personal information obtained in their capacity as an User or contractor of Energy Queensland; and
- comment or post any material that might otherwise cause damage to Energy Queensland reputation or bring it into disrepute.

### 7.3. Reasonable personal use:

When accessing social media via Energy Queensland internet, intranet and extranet systems, including EQL computers and mobile devices, Users must do so in accordance with the Energy Queensland Use of Systems Agreement, which defines use in terms of: Authorised, Business, Professional and Reasonable Use.

## 8. ENFORCEMENT

Failure to comply with this guideline may inhibit Energy Queensland from achieving its business objectives by not being able to ensure that data is accurate, timely and available only to Users who need it.

Each breach of this guideline, and therefore the extent of the breach, is assessed on a case-by-case basis. In the most serious circumstances, breaches could result in dismissal and where required, notification to the Crime and Corruption Commission and/or the Police for investigation. Less serious breaches may be dealt with by disciplinary processes, relevant warnings or otherwise.

Breaches of this guideline may result in disciplinary action being taken against the User under the Energy Queensland Employee Code of Conduct or the Users employment or contractual arrangement. Energy Queensland may seek to recover any costs incurred as a result of a breach of this policy from the User. Users who breach this guideline may also be personally liable as a matter of law.

In addition, in relevant cases Energy Queensland Limited has an obligation under its Fraud and Corruption Control Policy to notify appropriate authorities such as the Crime and Corruption Commission.