

Document 2

National Disability Insurance Agency

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Use of social media

Social media are emerging media which allow people to discuss and share information online. Tools which aid this interaction can include:

- Blogs – opinion articles and information that are regularly updated and commented on by others
- Wikis – web pages allowing users to collaborate and extend information by adding, removing and editing content collectively
- Podcasting – created by posting an audio file to a website which can then be downloaded via subscription
- RSS (Really Simple Syndication) – allows users to receive updated information from websites, blogs or podcasts without having to regularly visit the original site
- Tagging – keyword classification of content carried out by users which yields more relevant and useful search results
- Social networking sites such as Facebook, LinkedIn, Twitter, YouTube - provide a combination of tools designed to help people connect and share information with each other.

The NDIA recognises that you may use these and other social media in your personal time (outside of working hours) and does not intend to discourage nor unduly limit your personal communications or online activities. However, you should recognise the potential for damage to be caused (either directly or indirectly) to the Agency and, possibly other client groups, in certain circumstances through personal use of social media, particularly, if you can be identified as an Agency employee.

Employees are responsible for the content published from their social media platform and should be aware of the risks to ensure that any risk of damage or detriment is minimised.

You should not:

- Use Agency ICT resources for inappropriate purposes such as to harass, defame, abuse, disclose personal information, access or transmit pornographic material, nor for excessive personal use
- Imply that you are authorised to speak on behalf of the Agency or the government, or give the impression that any views you express are those of the Agency or the government
- Use or disclose any confidential information or personal information obtained in your capacity as an employee of the Agency
- Staff must not use ICT systems for unauthorised purposes including private commercial activities, illegally accessing a computing service, downloading or distributing inappropriate, undesirable or offensive material. Such activities may result in disciplinary action including court prosecution.

The NDIA does accept some limited use for private purposes (e.g. email and internet), however, such use must be consistent with APS values and this [ICT Security Policy](#) (in particular, the ICT Acceptance Use and Security Breaches section of that document).

 [Social Media Policy.docx](#)

Maintained by: [Human Resources](#)

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Related Links

- [APS Values and Co](#)
- [ICT Security Policy I](#)

Links: [Accessibility help](#) | [Acknowledgement of country](#)

NDIS Social Media: [Twitter](#)

This is from **Working at the NDIA** presentation – it is delivered Day 1 of Induction as part of the NDIA Orientation.

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Communication at the NDIA



[Intranet](#) – Announcements & Spotlight articles

[Yammer](#)

All staff emails

All staff forums

ndis National Disability Insurance Agency

Communication at the NDIA
Slide 25

There are many ways to keep updated and communicate with other NDIA staff including; the Notices on the Intranet home page, and Yammer.

1. Notices: (Found on the front page of the NDIA intranet) The Notices page list all of the current news and updates for the Agency, subjects may include; changes to policy, regional site news and good news stories. It is good practice to just check this page every morning or so to ensure you are as up to date as possible.

2. Yammer: (Can be found at NDIA intranet home page) You will need to set up your Yammer profile as this does not happen automatically. Is everyone familiar with Facebook? Yammer is Facebook for the workplace – with the APS code of conduct and NDIA values being upheld with all usage! Only people with an ndis.gov.au email address will be able to access the Agency's yammer page.

Yammer can be used in a variety of ways. For example:

Step 1: Post a question to your network.

Step 2: Contribute to a conversation in your network.

Step 3: Thank or acknowledge those who have contributed to your post at the end of the day.



3. All staff emails: Periodically senior executive staff will send out emails to all staff to provide information on any changes, updates etc within the Agency.

4. All staff forums: these are scheduled each quarter and aim to provide staff with information updates particularly in relation to the rollout of full scheme.



ICT Security

Email and Internet usage:

-  • Limit personal use of email and internet and close down sessions when not in use
-  • Your activities on the network are logged (and may be used as evidence in security or Code of Conduct investigations)
-  • Do not send official information to or from webmail accounts
-  • Don't make inappropriate comments on social networking internet sites.
-  • If something seems suspicious, it probably is
- don't click and do report immediately

INTERNET

Staff should be vigilant when using the internet to minimise the introduction of malicious content and to prevent misuse of agency information.

Module 6 | IT Security



Acceptable use



Acceptable Internet use includes:

- Research for work purposes.
- Limited personal use is allowed, excessive usage or inappropriate content can be investigated.
- Some agencies allow access to Social Media sites like Facebook and Twitter but they are not anonymous. Be careful of your online behaviour having a negative impact on your agency's image. Use of these sites should be kept to a minimum.

Unacceptable use

The following constitute unacceptable personal use of agency IT facilities:

1. Unlawful use, including use in contravention of the APS Code of Conduct.
2. Use of offensive language, use to harass, defame, abuse or offend, use to gamble.
3. Use in a manner which may harm the agency's or government reputation.
4. Use to access, store, publish or distribute offensive, indecent, objectionable or pornographic material.
5. Use to make public comment on political or social issues including government policy on behalf of your agency which is not authorised (staff are required to ensure that private comments can in no way be misconstrued as representing the views of your agency and/or government policy).
6. Use to stream audio or video through the Internet for personal use, e.g. listening to radio stations via the Internet and continuous monitoring of sporting events or stock market activity including downloading media files such as motion picture trailers, music, videos or animated cartoons.
7. Use to make commercial gain from agency information.
8. Use for private commercial activities or using to pursue private interests with colleagues, e.g. seeking signatures for private petitions, selling or advertising products/services/events.
9. Use of the email system to send out bulk staff emails on matters that are not work related.

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IT SECURITY IN PRACTICE

Working together to protect agency information:

Module 6 | IT Security

When working, you should remember:

- Additional software is not permitted on work networks unless there is a legitimate business need and has been approved.
- Always be cautious of links or attachments received by email that look suspicious, including those which appear to come from someone you know.
- Transferring agency information to non-approved devices is not permitted.
- Do not leave your agency issued assets (laptops, Blackberry, i-device, tablets, et) or media devices unattended in public places.

Note!



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Multiple Choice - Select all possible answers

What is considered unacceptable use of internet at work?

- A) Breaking the law
- B) Research for work purposes
- C) Viewing sites or participating in chat rooms that are sexually, racially, politically or otherwise offensive
- D) Conflict with the APS Code of Conduct
- E) Violating copyright, trademark protection or other forms of intellectual property protection
- F) Using your work email address for social media sites or subscribing to website
- G) Limited personal use
- H) Purchasing, downloading and/or installing any software that has not been approved

Question 2 of 6

Submit

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Scenario 5 - Social Media and Public Comment

Andrew has had a bad day and posts about his frustration with some of his colleagues and the customers he served on his facebook page.

What potential impact could this behaviour have?

Only my closest friends can see my page. It's not like I'm personally identifying the people by name, just letting off a bit of steam.

[Click here to continue](#)



social

The department supports staff who choose to use social media in their capacity as private citizens, however they should be aware that content published on social media sites is publicly available - even on their personal accounts.

The Code of Conduct requires APS employees to behave at all times 'in a way that upholds the APS Values and the integrity and good reputation of their agency and the APS'. When APS employees are making public comment in an unofficial capacity, it is not appropriate for them to make comment that could compromise public confidence in the agency or the APS, including in our capacity to work professionally, efficiently or impartially. This includes unreasonable criticism or disclosure of information about the department's clients and other stakeholders.

Employees need to ensure that they fully understand the APS Values and Code of Conduct and how they apply to official and unofficial communications. If in doubt, consider carefully whether to comment and what to say; consult the Social Media policy; or seek advice from your manager.

[Click NEXT to continue.](#)