

Engaging Young People Through **SOCIAL MEDIA**

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Engaging Young People Through Social Media : Final Report 2012

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Executive Summary

The “Engaging Young People through Social Media” report captures the findings and recommendations from work conducted by the Youth Affairs Network QLD, supporting the Australian Governments inquiry into effective methods of service promotion and information delivery to young people, particularly those most disengaged, through the use of social media.

The project aimed to:

- Identify key policy and practice issues which can enhance the use of social media by disengaged or marginalised young people, including examples of effective policy and service implementation by organisations
- Develop an evidence base underpinning the key success factors contributing to use of social media by disengaged or marginalised young people

Feedback was sought from all parts of the Queensland Youth Sector including community agencies, local Government organisations and State/Federal Government frontline services who work directly with young people. More than 60 organisations and departments contributed to this report, either online or through in-person interviews, along with 25 young people identified as significantly disadvantaged by appropriate agencies.

Responses gathered through this research produced some interesting results consistent with current literature, and practical recommendations for Government when reaching out to young people through social media.

Young people overwhelmingly choose to communicate via Facebook as their preferred social media platform, followed by phone text. Upon further examination however, it is not the specific tool that gains preference but the communication styles supported by them - short, simple, fast and customisable. This compared to email or live chat programs where a greater level of consideration is applied to how messages are constructed or read.

A single overwhelming barrier was identified for Government in using social media as a way to engage young people; itself. Of the State Government departments providing frontline services to young people, most have active policies and procedures in place preventing workers from communicating with clients using social media. Workers recognise tools such as Facebook are proven effective methods for communicating with young people who are already disengaged, but do not have the authority to communicate using this preferred medium. These factors heavily limit the flexibility of youth-oriented services and their capacity to make executive or operational decisions at a delivery level. It also impacts providers' ability to build genuine relationships with young people at eye level, so there is often a struggle to gain or hold their attention.

A familiar or user-friendly interface is the key for young people to engage with Government services. This includes the technical design and maintenance of a social media tool, the method or locations of access and the support available. Findings indicated that the majority of young people access the internet from either home or their smart phone; and for those who are homeless or transient, community organisations and public libraries are critical for accessing computers and the internet.

A policy framework that is social media specific, reflecting current practice and a sound understanding of the capabilities of the various popular mediums is also essential for effective implementing and integration within service delivery.

The key recommendation for Government in commencing a social media engagement strategy with youth is the development of a “Government Services Youth Portal” app. The app would reflect a number

of features and elements of design, application, distribution and promotion:

- The app would function across a number of platforms such as computers and smart phones
- It would be free and easily located/downloaded onto these platforms
- The app could be accessed on the computers of community and government services/public facilities. Static promotion would accompany the tool through wall posters, postcards etc
- Its design and functionality (and to a degree, content) must be determined through consultation with young people to remain relevant and user-friendly. Appropriate branding should be considered
- Key features would include portals for government services and contact information, downloadable materials, prizes/giveaways, current campaigns and a help function that linked to "live" support
- A mechanism for feedback
- A mechanism for reading and responding to messages posted by young people in a prompt and appropriate manner, or implementing a moderation advice statement *
- An introductory training session could be delivered or materials produced for on-site staff (youth workers, library staff etc) to support young peoples access of the tool

For Government, the most effective strategy is through a user friendly interface and the development of policies that permit and encourage direct professional engagement with youth.

A number of social media policies have been developed or adopted by community organisations that Government service providers must also consider. These include:

- Use of Social Media for Official Department Communications/Promotion policy
- Social Media use for Employees policy
- Social Media Communication with Clients Aged under 18 Years policy
- Social Media-Specific (ie; Facebook) policy
- Endorsement & Non Endorsement of Programs, Products and Procedures policy

Departments with multiple delivery agencies could also develop an overarching handbook for all operating sites, such as the "Social Media Handbook" created by national mental health organisation Headspace. This comprehensive resource is a guideline for Headspace delivery sites across Australia in establishing and maintaining a social media presence that is both individual and uniform. It covers the range of popular social media options and details the procedures for registration, publishing of media, managing settings and permissions and page creation tips. This Handbook also provides a number of procedural statements applicable to staff and clients, such as:

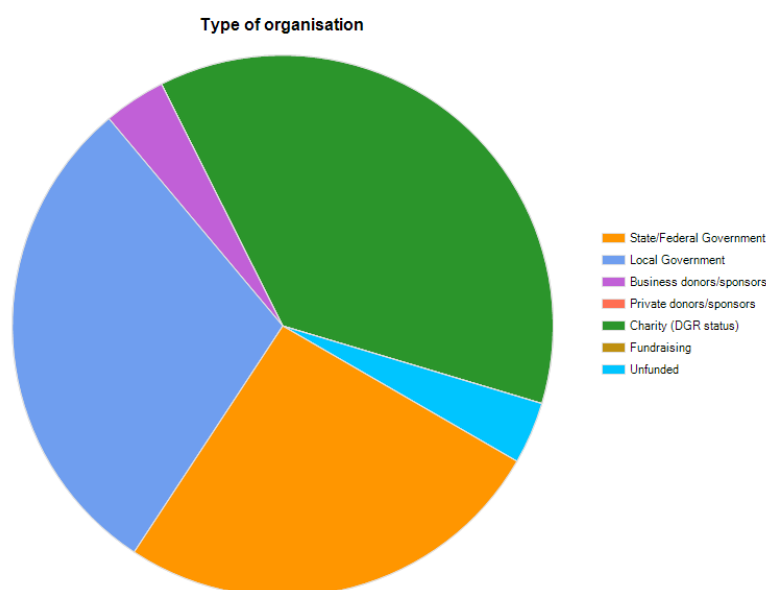
- Facebook Terms of Use
- Tips for Staying Safe Online
- Moderation Advice statement

The Moderation Advice statement employed by Headspace is an effective strategy for combating the main concern expressed by most community organisations about having message posts for young people through social media that are not adequately monitored. It is a combined statement advising of the monitored page times, and referral contacts and helpline information for non-monitored hours.

Introduction

The “Engaging Young People through Social Media” project has sought feedback from a range of community and Government organisations from across the State regarding their use of social media as a strategy to support and connect with young people, and those often most difficult to engage through general service provision.

The majority of these organisations are dedicated “youth” service providers, with a sole or primary target group aged 12-25. The demographics of this group then diversify greatly to incorporate culture, sexuality, education, training and employment pathways and a range of other personal, social and lifestyle factors.



In addition to feedback provided by organisations, more than 20 young people themselves responded from their own perspectives. These young people were sourced through contributing organisations and were identified as the most disengaged from social networks, the general community and support services. These included clients who are homeless or sleeping rough and those who are Indigenous or Pacific Islander, from CALD backgrounds or who identify as LGBT.

A detailed literature review was first conducted prior to the project to better inform results and provide an evidentiary basis to recommendations and observations. A “sister” project is also being delivered by the Youth Affairs Council of Victoria with a stronger focus on young people’s responses, and from early discussions it would appear that the two pieces of research together will form a detailed and accurate picture of what organisations have currently implemented in regards to the use of social media to engage clients, and the policy and practice frameworks developed to grow and support the use of these tools. This also includes what social media young people themselves are using and wanting from service providers to engage, and existing barriers to accessing service provider.

It is envisaged that that on completion of both projects, the integrated findings will provide clear and constructive recommendations to Government regarding frameworks for developing and implementing social media strategies to effectively engage with young people.

Background and Methodology

A survey of 25 questions was developed and posted online using www.surveymonkey.com/. This survey targeted Government and Community Youth Service providers, and was completed by 34 organisations

across the State.

32 organisations from across Queensland were then contacted to gain more general information and to identify which services had most effectively adopted social media as part of their client engagement or program delivery strategies and service framework. This included State Government agencies, local Governments, community youth services and state-wide or national organisations with direct community engagement and a strong local service delivery presence.

4 individual organisations were then interviewed in-depth to identify the key factors behind their effective integration of social media within their service delivery to young people.

To further support this enquiry, 25 young people were also consulted to provide their views on social media access and preference.

These young people were sought through youth agencies who work with severely disengaged or marginalised clients from the inner city of Brisbane and other major cities to rural regions of QLD.

The Question

The overarching question asked of organisations was:

“What can Government and Community service providers do to effectively engage young people, particularly those most disengaged, through the use of social media?”

Broken down further, questions were asked of both parties to identify:

- What organisations are currently doing in regards to social media use, which tools have been adopted and the specific policy and practice frameworks developed to support these.
-
- Which social media tools are most popular with young people, particularly those most disengaged, and what these tools are primarily used for (ie; information seeking, social contact or entertainment)
-
- What are the barriers identified by services to utilising social media as a tool for engagement (and not just static promotion)
-
- What social media tools would young people themselves engage with if adopted by service providers, and what strategies and processes should be considered/implemented so these tools remain effective, user friendly and current.

The Answers

The findings so far have produced some surprising results, as well as many that would have been expected by Government and Community organisations.

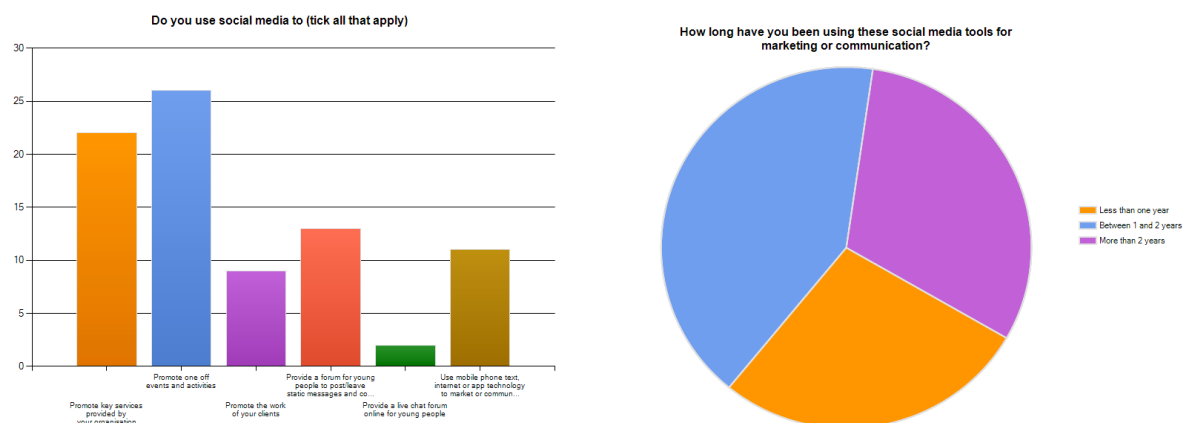
Considering young people as a group in our society are some of the biggest users and advocates of social media, service providers from all parts of our sector are still significantly behind this trend.

Only 60% of organisations contacted have some form of social media presence (not including websites),

and more than 50% of these were limited to Facebook page only, with the vast majority of those (80%) openly acknowledging their poor use and maintenance of their page to provide any real value to engaging with young clients. Of those services with a social media presence, only 40% use two or more specific social media tools.

It is also interesting to note the 40% of youth services have no social media presence. And of this total, more than half (60%) have no current plans to, or have significant reservations or limitations in adopting social media tools within their service. This with a backdrop of more than 11.5 million Facebook users registered in Australia (<http://www.socialmedianews.com.au/social-media-statistics-australia-August-2012/>)

Incorporating interactive media or functions for posting messages or live dialogue with young people has proven a significant barrier for youth services, with two clearly identified reasons for this:



There is still a strong perception across all parts of the sector, both Government and Community, that adopting social media as an engagement tool (as different to a purely promotional tool) can be more trouble than its worth.

Social Media Landscape

1.Perceptions of social media

2. Practicality of use

While more than half of organisations consulted said that while they were open to extending their use of social media and acknowledged the benefits considering the target group, they had strong reservations based on legal liability and duty of care. Less than half had made a conscious decision at a board or management level to not use social media as an engagement tool. This is also where the logistics or practical barriers to using social media more extensively may be observed, with the key concern identified by organisations being an incapacity due to time limitations to respond to young peoples content or messages appropriately, producing hesitation in providing forums for posting. This ranged from explicitly inappropriate, threatening or inflammatory



language, to overt plans of suicide or self harm, to more implicit or subtle messages of the same nature hidden in music, poetry, references or personal artwork.

Organisations stated that as social media management was often a function of existing staff outside of their already busy roles, and due to the inability to monitor or maintain with regularity, it was highly likely content would not be responded to in a timely manner, thus exposing the organisation to legal risk and duty of care liability. Related to this where services used IT staff to maintain their social media who are not trained to recognise or appropriately respond to content or messages of concern, this again raised the issue of liability.

This highlights the real barrier of logistics. 100% of organisations acknowledged that social media was an essential tool for engaging young people with everyone wanted to adopt or expand their use of these tools, but without dedicated resourcing or more specifically, a dedicated role in the organisation to monitor and manage this, the overall risk was simply too high. This resulted in an identified gap in service delivery in terms of recognising social media as a stand-alone or core-component of their service that requires independent resourcing, and cannot just be added to the existing duties of frontline workers or IT support staff.

One example to highlight this point is Brisbane Youth Service, an inner city community organisation supporting homeless and highly disadvantaged young people who, through private fundraising, were able to employ a dedicated "Social Media Coordinator" whose role is to maintain the organisations website and Facebook pages. It is evident when viewing this organisations Facebook page as well as talking to clients of the service, what a significant impact this has made on their ability to effectively engage and support young people of the service who would certainly be defined as severely marginalised or disengaged.

Another community youth organisation in the outer suburbs of Brisbane, Redcliffe Area Youth Service, has also been proactive in its adoption of social media and have seen the benefits of this in building relationships with their most disengaged clients. Driven by a CEO who is a strong advocate and long time user of social media tools in a professional setting, the organisation now incorporates websites, Facebook and other social media strategies to promote their service and programs as well as communicate with young people, provide personal and practical information and promote their clients work. Framed by a comprehensive Social Media and Online Interaction Policy, staff receive training regarding the use of social media, and this is even a consideration in the recruitment of new staff. Appropriate contact between young people and workers through social media is encouraged and facilitated through organisational policy and procedure and effectively using the filtering/blocking functions that accompany social media tools.

RAYS reports they have never had an incident regarding privacy or inappropriate contact between workers/clients, and state the benefit to young people significantly outweigh the potential risks when social media is understood and prioritised as a service.

Interestingly, Queensland Health as one of the State Government departments who provide direct services to young people, have active policies in place preventing workers from engaging with young people via social media or electronic mediums. One of the few websites dedicated to young people developed by Queensland Health, <http://www.health.qld.gov.au/istaysafe/>, also portrays more limitation than innovation. Aimed at teenagers, the site provides "advice for teenagers on sexual health, HIV and hepatitis" through the use of children's imagery, over-simplified navigation and classic stereotypes (blue entry-point for boys, pink for girls. Viewers can watch "movies" on these topics (mini-Powerpoint presentations) with no actual video or "social media" components used on the site.

Frontline workers of Queensland Health along with the Department of Communities and the Department of Education Training and Employment all suffer the same policy and procedural restrictions when trying to engage with their young clients. Social Media policies state explicitly that social media sites such as Facebook, Twitter, My Space or YouTube must not be used to contact young service users, or that a single Facebook account for all providers within a region may be set up for promotional purposes only. All evidence suggests that young people respond to workers willing to reach out and build some form of working relationship with them, and one of their preferred mediums are Facebook and text. There are obvious barriers in place when frontline workers out of genuine concern, resort emailing or texting highly disadvantaged clients from personal accounts to confirm they are attending their appointment, as was reported.

Many Local Council Youth Development Officers were also consulted as part of the project, with similar results. While Facebook has been adopted by local Government through out the State with many now also using Twitter, these tools are very much for promotion and one-way communication only; and dialogue with or message postings by the general community is not a feature that has been widely embraced. As expected, Community Development Departments and Youth Development Officers in particular have supported the increased use of these functions but are restricted by organisation-wide policy.

From those community organizations consulted as part of this project, the reasons are the same; the time to administer and monitor these tools for staff already stretched for time, and the risks with giving young people an open and public “forum” that ties directly to the organisation.

Purely from a policy framework, while 40% of organisations stated they had developed a social media policy, upon analysis of personal responses many of these services described procedures more than documented policy, or said they were still in the process of developing these policies. Many organisations however made no reference at all to social media even in their general policies, indicating a significant gap in organisations awareness of, or use of social media in the workplace for either staff or clients.

In contrast, those organisations who had adopted social media use within their organisation to a notable degree had also developed stronger policy and practice frameworks to support this.

Headspace, the National Youth Mental Health Foundation has developed a comprehensive “Social Media Handbook” for Centres incorporating in great detail, social media introduction, implementation and marketing strategies and policies and appropriate practices for use by Centres. Released in 2011, these guidelines addresses all forms of social media and is the most inclusive and user friendly resource identified through this project that would prove valuable to both government and community organisations considering adopting social media as a practical engagement tool.

This Handbook also provides a number of procedural statements applicable to staff and clients, such as:

- Facebook Terms of Use
- Tips for Staying Safe Online
- Moderation Advice statement *

The Moderation Advice statement employed by Headspace is a simple yet effective strategy for combating the number one concern expressed by most community organisations; having message posts for young people that are not adequately monitored and therefore increase risk and compromise duty of care. The Statement advising of the monitored page times and provides referral contacts and helpline information for non-monitored hours. While it may not prevent young people posting outside of service hours, it may deter those from posting who would be expecting or relying on a prompt response.

The “Utilising Social media to Educate, Engage and Empower Young People” Powerpoint presentation by

Karalee Evans, also from Headspace is another valuable resource.

It is interesting to note that one Queensland based organisation at the forefront of social media use within their service, is also one of the smallest. IN-STeP (Industry-School Training Partnership) based in Townsville have had remarkable success with their use of social media to engage and support their most disengaged young people. Again driven by a General Manager who views social media as “critical” in this process, the service has the unwavering support of Management Committee, staff and clients alike. They employ both standard and innovative strategies to support social media access, and policies that reflect current practice and risk minimisation. (Social Media and Youth Services: Literature Review, 2012)

IN-STeP have embraced social media as an essential tool for service delivery as it has been identified as the most effective way to engage with young people remotely and communicate outside of the service space.

The key objectives behind this were:

- To provide a more effective safety net for young people at risk of self harm or suicide
- To build stronger relationships with local youth that will encourage their use of the service and to access the support available
- To support young people in building their own social and vocational networks
- To increase the professional profile of the service with a view to raising awareness of the organisation and attracting more diverse supporters and sponsors

The benefits of achieving these objectives are multi-layered, affecting all aspects of the service:

- A direct impact on reducing suicide and self harming behaviour by local young people
- Increased access into socially or geographically isolated young people and families
- Increased awareness among young people of local support networks and services
- Allowed services to coordinate combined response more effectively
- Social media tools provide an integrating function for organisations
- that enhances overall service delivery and facilitates promotion across a wide targeted demographic
- A strong social media presence is key strategy to attract the interest and support of other sectors
- Provides organisations an effective mechanism for improved data collection and evaluation
- The risks identified with implementing a social media strategy were:
 - Primarily, the resources required for regular moderation and to effectively respond to any posts of concern, highlighting duty of care and legal liability should a post be misinterpreted or missed entirely
 - Again, the resources and staffing time to simply update and use the tool effectively
 - The potential for young people to use an organisations page inappropriately, such as posting offensive or slanderous comments or bully other young people

And these risks were effectively managed by:

- A clear and committed decision at a governance level to commence integrating social media into service delivery (INSTEP felt it was a far greater risk to not use social media to engage with clients)
- Authority provided to the CEO over implementation and management, with regular reporting to the board on developments and progress
- A current and well considered policy framework to guide the organisation in the development, management and effective use of social media
- Developing a comprehensive social media induction process for all new clients of the service
- Also allocating each staff member their own Facebook page dedicated to work contact
- Providing ongoing support to both staff and clients in their social media use

Each staff member has their own personal Facebook page dedicated to supporting and building relationships with their clients. This enables young people to develop trust and rapport, and provides an acces-

sible medium to communicate from wherever they are and whenever they need to. It enables staff to do the same, and in particular remain engaged with young people who may be isolated or displaying self-harming or suicidal behaviour. Communication is regular, trust is established and any necessarily intervention or emergency support is swift in delivery. This tool has proven essential for the organisation who have many young people living in rural areas, who may post a message threatening of suicide and their isolation and disconnection to the community significantly impact on response time.

While inbuilt filters and moderation may still be implemented, one of the keys to this strategy being so effective is that it removes the need or potential for “personal” contact with workers through their own Facebook pages. Young people communicate from their own page to a worker’s page that may also be personalised in style without identifying personal information or compromising privacy. This portrays a level of honesty and authenticity without compromising the intended professional functions of the tool.

IN-STeP have developed a social media induction procedure for all new clients of the service, outlining young peoples use of and involvement in the organisations social media network. Young people are actively included in online promotion or coverage of activities or events. The service also uses their generic Facebook page as a forum for young people to communicate with each other, further strengthening their local networks and access to peer support. This is achieved through ongoing induction and regular moderation by staff, and effective use of inbuilt filtering and blocking functions within the tools themselves. Social media-specific policies have been developed to support these processes, and include:

- Internet and WWW usage
- Facebook Policy
- Social Media Guidelines
- Endorsement & Non Endorsement of Programs Products and Procedures policy

What About Young People?

25 young people who were identified by community youth organisations as disengaged from mainstream services or social support networks were also asked to contribute their views as service users, and provided insight into how, where and why they access social media. These young people ranged from 15 to 24 years old from a variety of personal, cultural and social demographics, and this is what was uncovered from that group:

More than 80% of young people surveyed owned a mobile phone with average ownership time of around 9 months, with almost all being “smart phones” with multi-function technology and internet capability. More than 60% stated they had between 8-50 apps on their phone, some with significantly more and the majority of these were specifically Facebook or for photo/file-sharing. Almost 70% of young people surveyed regularly accessed Facebook through their mobile phone.

In terms of product knowledge, more than 70% described their understanding of their mobile phones functionality as “totally”. Interestingly, the same number knew how to bypass PIN security.

While more than half were neither engaged in study or employment and received either a Centrelink payment or no income at all, three quarters bought their own phone credit. For young people who were homeless or sleeping rough, 50% accessed community organisations to charge their phones, as well as more creative options such as train stations, public bathrooms or libraries.

100% of young people defined themselves as regular internet users, with 80% online daily and the remaining 20% between 1-3 times per week. Internet was most commonly accessed at home, from mobile phones or through community organisations and public facilities.

Most common reasons for getting online include:

Music/media sites such as Youtube	90%
Facebook	85%
Email	70%
Service information & contact details	50%
Live chat to family or friends	40%

Almost 100% of young people use email, even those who don't have an email address, with $\frac{3}{4}$ having more than one email address. 70% checked their email daily, 90% within 3 days.

While much of this information provides insight into young people's activities and communication, the following responses proved the most curious in terms of assessing real patterns behind their social media access.

Young peoples preferred methods of technology to communicate with family and friends w/ere:

Facebook	95%
Text	60%
Live chat (Messenger, Skype etc)	60%
Mobile phone – talk	55%
Email	25%
Message posts	30%

And when asked which methods they used the most and couldn't live without, these responses were given:

Mobile phone (non specified function)	60%
Facebook	45%
Live chat	15%
Email	15%

There is a clear indication from this data that young people have a very special relationship to their mobile phone to communicate in various ways, and that short, simple and fast written communication, either through text or Facebook was the preferred method. This¹ is highlighted by the much lower responses to the use of email or message posts that often require more time and thoughtful composition (and higher levels of literacy).

All of this information provides organisations and in particular, Government agencies, the key elements to consider when devising a strategy for communicating with young people through technology; namely Facebook and a connection to the mobile phone through a Facebook or other dialogue-based application.

Recommendations

A final point worth noting here has been raised consistently through out the project.

When asked the question, “What could the QLD Government do to engage young people more effectively through social media?”, the same response was given from NGO’s, local and State Government departments alike... “they can’t”.

State Government departments identified current policies actively preventing them from making meaningful contact or communicating directly with young people, often just to confirm an appointment. This, along with a generally and fear of “what young people might say”. Many local Government representatives identified these same factors.

Community organisations again identified these factors, but not surprisingly had far more to say on the matter:

“Young people require trust and a level of established relationship before they will open up and listen. Youth services have always known this and have these relationships in place. Government would do better to invest in those on the ground doing the real work”.

“The State Government will always face challenges in trying to engage with young people in a direct manner due to its very nature and size. Government is not seen or accessible to young people in a community setting and in many ways has lost touch with contemporary or youth culture and what is actually happening “on the ground”.

While Government may consult with young people on certain initiatives, it has no actual relationship with young people in our society, and in the past has made no obvious attempt to”.

Pessimism aside, some genuinely constructive ideas also emerged reflecting a stronger belief in Government’s capacity to communicate with young people via social media. The strongest recommendation, was shared by almost all organisations consulted through the project:

A “Government Services Youth Portal” app was identified as an effective strategy for Government to commence engaging with young people, in particular those isolated from community networks.

Most young people currently possess smart phones and access a computer and the internet daily, with these tools an essential part of their lives; an instrument that integrates within these platforms and encourages regular use will reach a wide young audience who access these tools considerably more than walk-in services.

The design, promotion and management/moderation strategy for the app will be essential to it achieving its objectives.

Design

The app must function across multiple platforms such as computers and smart phones, and branding recognition is an essential consideration. This enables a uniform and constant experience for the user which will increase familiarity and competency of use. It also enables more flexible access for users from remote locations or for people who are socially isolated, and it could significantly reduce delays in re-

sponse time for young people in crisis.

A user-friendly interface is also important. Research has indicated that Facebook reflects many of the visual and functional elements young people prefer to use and modelling the interface around these would be a strong starting point. Direct consultation and market research with young people at this point will also be crucial to verify design aspects are age appropriate and culturally relevant (<http://www.youthhealth20.com/social-media/2012/07/10/the-art-of-engaging-indigenous-youth-via-social-media/>)

The app would have a range of static features and interactive functions, including portals to government and non-government services and contact details, downloadable materials, prizes/giveaways, information on current campaigns and possibly demographic-specific access point help function that links to tech support. There needs to be an easy to use search function, accessing a database of local Government and Non-Government services including:

- Accommodation
- Emergency relief
- Crisis and suicide support lines
- Legal advice and advocacy
- Information and contacts for sexuality and LGBT
- Health and mental health support services
- Culturally specific services
- Disability services
- Employment and training providers

Access considerations for different demographics must be factored into the design, include facilities to aid young people with a disability or from different cultural or non-English speaking backgrounds.

A mechanism for feedback about the tool should also be included. Ironically when organisations have exposed themselves to direct dialogue or comments from the public regarding service quality, the exposure has consistently proven an asset or merely neutral rather than a risk.

Promotion/implementation

The app would be free and easily located for young people to download independently onto various platforms.

A key implementation strategy will be to work in partnership with grassroots community organisations and facilities with public internet access. The app could be distributed to these community stakeholders and installed on the desktops of public-access computers in these locations. Static promotion would also accompany marketing of the tool through wall posters, postcards etc

Materials or training sessions could be delivered to on-site staff (youth workers, library staff etc) to support implementation and management plus encourage young people's access of the tool. An excellent guide in developing this process is the "Social Media Handbook" created by national mental health organisation Headspace. This comprehensive resource is a guideline for Headspace delivery sites across Australia in establishing and maintaining a social media presence that is both individual and uniform. It covers the range of popular social media options and details the procedures for registration, publishing of media, managing settings and permissions and page creation tips. This Handbook also provides a number of procedural statements applicable to staff and clients, such as:

- Facebook Terms of Use
- Tips for Staying Safe Online
- Moderation Advice statement

A flexible policy framework supporting the initiative must be developed and evaluated regularly within

the first 12 months of roll out. A number of social media policies have been developed or adopted by community organisations that Government could consider. These include:

- Use of Social Media for Official Department Communications/Promotion policy
- Social Media use for Employees policy
- Social Media Communication with Clients Aged under 18 Years policy
- Social Media-Specific (ie; Facebook) policy
- Endorsement & Non Endorsement of Programs, Products and Procedures policy

The most significant barrier identified by and about Government service delivery is its limitations at a policy level, where bureaucracy directly inhibits the quality of service delivery and client engagement practices. In regards to policy development the primary considerations for government are adaptability and flexibility. Policy must enable frontline government and non-government services to work flexibly with social media in a way that meets the needs of young people and supports the engagement strategies of those workers.

Management/moderation strategy

The number one consideration for any function allowing young people to post messages or dialogue directly with workers, is providing clear guidelines to users regarding when and how the tool is monitored/moderated. The greatest risk to the tool and to Government itself is providing a forum for messages that are not checked or responded to appropriately and in a timely manner. This will require Government to employ staff with knowledge of social media but also human services or youth-specialist training to enable them to effectively interpret and respond to messages.

A strategy used by headspace in this regard is the moderation advice statement, where it clearly states on the page at what times posts are read or when live dialogue will be available. With it being unrealistic for a function to be manned 24 hours a day, it is essential to consider these strategies for risk management and duty of care as well as legal liability. It would also be prudent to provide details of alternative contacts outside of service hours such as 24hr crisis lines, homelessness and housing support and more.

Government should not be deterred from including dialogue functionality however, as organisations such as Instep have proven that this additional aspect to the service greatly increases trust and rapport with users.

Regular consultation with user groups must continue to occur for 6-12 months to ensure the design and functionality are meeting the needs of young people and the objectives of Government. Social media is a relatively new environment for the State Government and using it to attract a target group it does not have a current relationship with highlights the necessity for this supported market research over an adequate amount of time.

Other suggestions were also made by contributing organisations for Government to consider in the development of a social media strategy targeting young people:

- A “shopfront” walk-in service was also proposed, providing a one-stop resource for young people to access all forms of government information and support. These would be in accessible regions and designed and managed by young(er) people, or with a clear consideration of youth culture in the delivery. An integral part of these services would be providing a range of technologies for accessing social media such as computers with effective media capabilities and access to a network of government information and services through social media portals tailored and branded appropriately for the target group. These tools could also link to young people's own personal technologies of mobile phone or specifically Facebook pages and live chat/post functions. This “real” physical service with an integrated social access point could effectively meet young people's

needs through social media while addressing their hesitations of accessing a “faceless” organisation.

- It was widely agreed that Governments biggest barrier to engaging young people through a social media tool is itself; bureaucracy prevents it from truly connecting with young people in a genuine way, and more importantly, allowing young people to engage with them honestly and directly. The primary barrier identified by frontline government workers are active policies preventing direct engagement with young people under the age of 18 through social media. Workers from QLD Government agencies providing direct services to young people identify this barrier as a significant obstacle to effective service delivery, acknowledging that trust and rapport must first be developed with young people for them to be receptive to support. This does not necessarily require extensive time which many workers cannot provide, but simply gestures of reaching young people “where they are” by adopting more of the language, styles and processes they feel comfortable with in service delivery strategies. Government must identify and remove these systematic barriers to the development of any social media strategy or tool for these to be successful.
- Several organisations said that young people may respond to “incentives” to access or respond to Government-initiated communication to overcome initial reservations. There are however, a number of barriers to this strategy; incentives that will attract attention may be expensive as single items or to continue supplying on a mass scale, incentives that are low cost may not get young peoples attention. An issue with either type of incentive is young people engaging in a process purely for the incentives sake, which is likely to produce limited interest or diluted engagement or responses.
- Initial consultation with young people is often no longer enough to produce a resource they will want to use, particularly if the consultation process ends once the resource has been launched, or is only re-engaged when the target group loses receptivity. Young people engage more often and more authentically when relationships are built and maintained, and this dynamic is no different when developing a service or resource. Young people must be involved in the development and ongoing delivery for the products to maintain their currency and young peoples interest. Young people themselves are identified as the ultimate promoters among their peers of what is popular, but in a culture saturated by ever changing trends, there must be ongoing direct involvement with some sense of ownership to maintain relevance.

The Queensland youth sector at all levels are acutely aware of falling behind when it comes to using social media as a promotion and engagement tool for its target group, and widely agree that collectively we must develop and improve this aspect of our service delivery. This readiness could prove an asset to Government should a collaborative approach be employed.

GOVERNEMENT USE OF SOCIAL MEDIA TO ENGAGE YOUNG PEOPLE

SWOT ANALYSIS

Strengths	Weaknesses
Access to resources and infrastructure, plus expertise or training to support a strong social media strategy	The size and bureaucracy of Government creates restrictions at a policy level and can severely impact implementation and service delivery
Could sustain an initiative over a longer time frame – not dependent on limited funding	Government has no pre-established relationship to young people with many holding a hesitant attitude towards Government communications
	Many Community agencies also have a tentative relationship to government and their support will be required for any social media initiative to successfully reach the most disengaged
Opportunities	Threats
There is little innovation in the sector currently regarding social media use	Changes in Government lead to changes in priorities
A social media strategy is a good platform for Government to start building a relationship to young people and more authentically engaging them in discussion and consultation	Functions for direct dialogue with young people or message posts are not adequately or appropriately manned, or no advisement of service limitations is announced
There is an opportunity to build partnerships with community organisations and would provide a strong platform for collaboration	Young people are not consulted in the initial development of the tool to provide input into its design and use
A successful “Government Youth Portal” app could be replicated across other sectors or areas of Government, including local Government	The tool is not regularly evaluated for design and functionality and it becomes less relevant to users needs

Moving Forward with Social Media

It is ironic that Governments biggest barrier to engaging with young people through social media is self imposed. It is also ironic that services working intimately with the largest population of social media consumers may not even have a Facebook page; and that irony is not lost on organisations in Queensland.

Workers across all parts of the sector report a lack of time or job capacity as the main reasons behind them not working with social media as effectively as they would like, and this overall appears to be the number one challenge faced by any non-Government organisation. Some differences have been identified however in the types of barriers both Government and Non-Government organisations experience in trying to employ social media to better engage with young people.

If lacking the technical experience or expertise in implementation at a staffing level, community organisations struggle to find recurrent funding to employ someone to assist them with their social media development and ongoing support. Due to the size, flexibility, culture and locations of community organisations, they are ideally placed to make social media work in effective and innovative ways when communicating with young people, and training at a management and board level with a commitment to use the tools available as an organisation has proven the key factor behind services currently leading the way in this area.

Government youth service providers often have greater access to infrastructure and expertise or training to support social media integration into their daily operations and dealings with the community. The primary barrier for frontline local or State Government providers is the size, model and culture of the organisation itself. These factors heavily limit the flexibility of youth-oriented services and their capacity to make executive or operational decisions at a delivery level. It also impacts providers' ability to build genuine relationships with young people at eye level, so there is often a struggle to gain or hold their attention. For Government, the most effective strategy is through a user friendly interface, and the development of policies that permit and encourage direct professional engagement with youth.

Young people themselves through out the project have named community organisations as a primary access point to technology, and rely on this heavily for social media communication and networking. This is not indicating a preference for non-government organisations specifically, but a preference for local and accessible services that are appropriately designed, staffed and resourced to engage young people.

This equally applies to popular social media tools such as Facebook, Twitter, Youtube and portable media applications. Whether Government or Community driven, the level of consideration shown for young people in the design and functionality of the tool plus their ongoing involvement in its development and ease of access is the reason why they will continue to use and support it.

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Appendix 1 – Acknowledgements

Thank you to the following organisations for providing their time and responses to inform this project:

- Industry-School Training Partnership Association
- Redcliffe Area Youth Space
- Open Doors
- Brisbane Youth Service
- Community Solutions
- Inala Youth Service
- Multicultural Development Association
- Deception Bay Community Youth Programs
- Babi Youth & Family Support Service
- Logan YFS
- Jabiru
- Gold Coast Youth Service
- Mackay Youth Support Service
- Zig Zag Young Women's Resource Centre
- Human
- Family Planning QLD
- Redland City Council
- Moreton Bay Regional Council
- Mackay Regional Council
- Cairns Regional Council
- Gympie Regional Council
- United Synergies
- Queensland Health (<http://www.health.qld.gov.au/istaysafe/>)
- North West Child & Adolescent Mental Health Service
- Aboriginal and Torres Strait Islander Children's Health Service
- Youth Information & Referral Service
- Cairns Youth Link
- Cairns Youth Empowered Towards Independence
- Toowoomba Youth Service
- Headspace (Townsville)
- Kurbingui
- Youth Network NQ

Appendix 2 – Social Media Survey for Youth Service Providers

Techno-literacy is a modern day skill that all members of our society must possess and maintain currency, or face limited opportunities to engage effectively in business and enterprise and essential, everyday services.

For community service providers and particularly those providing IT services to their clients, there is a broad legal and consumer framework to understand and apply to the provision of those services. Add disengaged youth to the mix and you realise this is no longer about just providing a few computers with internet access.

Young people, even the most disengaged from society can maintain this IT currency, and can be in possession of the latest technologies. A young person may be homeless and in receipt of no income but with a 4S in their pocket and active Facebook, Live and Google accounts. The fact is however, the exact opposite is more likely. A client with no stable housing or link into services can have a much harder time accessing a phone or internet when they need it and can be isolated from access to local community or government support.

In this survey being conducted as part of a project for the Office for Youth, we would like to know how you try and engage your most disengaged clients through social media, and which social media services you use to network and communicate to your target group. Also what social media tools do you allow your clients to access onsite, and what policies and procedures have you implemented to see this done practically and safely.

This information will assist us in gaining a clearer picture of transient or homeless young people’s access to social media as a way to communicate and find information, and identify more effective strategies for services providers to use these mediums to reach the target groups who need them most.

Feedback is being sought from a broad range of young people and youth service providers across the state, and your time and input is appreciated.

Social Media Survey for Youth Service Providers

Type of organisation:

- ☐ Community Service
- ☐ Government
- ☐ Religious
- ☐ Other _____

What is your organisations core business? (eg; emergency relief, housing, recreation, health etc)

How many staff do you have?	1-5	5-10	10-20	20-50	50+
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Describe your services client profile/key target group(s):

- ☐ Age range _____

- ☐ CALD _____
- ☐ LGBT _____
- ☐ Indigenous _____
- ☐ Islander _____
- ☐ Having a disability _____
- ☐ Living in a rural/remote area _____
- ☐ Living in suburbia _____
- ☐ Living in the inner city/valley _____
- ☐ Other profile _____

Please list your range of funding sources:

- ☐ State/Federal Government
- ☐ Local Government
- ☐ Business donors/sponsors
- ☐ Private donors/sponsors
- ☐ Charity (DGR status)
- ☐ Fundraising
- ☐ Other _____
- ☐ Unfunded

What technology-based services do you provide to clients of your service? (Please also detail any usage restrictions you place on these services)

- ☐ Computer _____
- ☐ Internet/email _____
- ☐ Telephone _____
- ☐ Fax _____
- ☐ iPods/personal audio devices _____
- ☐ Phone cards/phone credit _____
- ☐ Mobil phone (purchase) _____
- ☐ Other: _____

How long has your organisation provided these services to clients:

- ☐ Computer _____
- ☐ Internet/email _____
- ☐ Telephone _____
- ☐ Fax _____
- ☐ iPods/personal audio dices _____
- ☐ Phone cards/phone credit _____
- ☐ Mobil phone (purchase) _____
- ☐ Other: _____

Do you use social media to:

- Promote key services provided by your organisation
- Promote one off events and activities
- Promote the work of your clients
- Provide a forum for young people to post/eave static messages and comments
- Provide a live chat forum online for young people
- Use mobile phone text, internet or app technology to market or communicate?
- Use another form of social media to engage with clients? _____

Which has been effective? Why _____

What has not worked? Why _____

Is networking and communication through social media a popular medium for clients of your organisation?

How long have you been using these social media tools for marketing or communication?

- ☐ Less than one year
- ☐ Between 1 and 2 years
- ☐ More than 2 years

Have you tried tailoring your communications through social media to better appeal/reach your specific target group? How?

- Using particular types of social media popular with our target group
- Using cultural/ sub-cultural specific images and language
- Strategic promotion of our social media tools
- Other _____

Has your organisation developed policies in relation to the use of social media in your organisation?

Yes / No If yes, please list individually _____

Detail the specific procedures you have developed and implemented in your service regarding clients use of social media

Do all staff use/have access to these functions? _____

What are the benefits of providing access to centre-based social media services to clients?

Does your organisation collect data relating to the provision of IT services to clients?

Yes / No Please provide details: _____

Do you use social media as a tool for marketing or promoting your service on the internet?

Yes / No If yes, what types? _____

If yes, do you provide any direct services or support to clients using social media?

Yes / No If yes, what types? _____

What is the most frequently accessed social media service by your clients?

- ☐ Facebook
- ☐ Twitter
- ☐ Youtube

- ☐ Email
- ☐ Google / search
- ☐ Online – live chat
- ☐ Online - message posts
- ☐ Online - gaming
- ☐ Mobile phone – text
- ☐ Mobile phone – apps
- ☐ Other: _____

Do you observe your clients accessing computers for:

- ☐ Music and media sites like youtube etc
- ☐ Email
- ☐ Contact details for services and information
- ☐ Contact details for friends/family
- ☐ Other _____

What are your general observations about your clients use of and access to:

- ☐ Mobile phones _____
- ☐ Internet _____
- ☐ Games _____
- ☐ Other technology _____

Do you believe social media can have an impact on users' computer or language literacy?

Yes / No Please comment: _____

What are the risks in providing centre-based IT services to clients?

How much money each year would your organisation spend on new or maintaining existing IT equipment allocated for clients use?

Nothing A little A Lot

Would you increase or improve any aspect of your IT-based services for clients if you could?

Yes / No _____

Any final comments on Government or community youth service providers using social media as a way to engage young people?

Appendix 3 – Social Media Survey for Young People

There are loads of useful Government services that we use every day and you can find all of them on the internet. But when you try to look for actual contact details it may not be easy to find who or what you need. Plus if you aren't staying in the same place all the time, or have no place to live it can be hard to get on the internet when you have to and spend time looking around.

So these services are keen to make it easier, and use better mediums like Facebook or your email, and even your phone to help you find the right types of assistance faster.

This survey is to find out how you find information about services using the internet and your phone, and the ways you think it would be easiest to get service info when you need it. This could mean having an easier way to search for it, or having the information sent to you via things like Facebook or your email or phone.

Recognising it can also be hardest to access communication technology when you're not in stable accommodation, this survey is particularly interested in the views of young people who are regularly couch surfing or homeless; to find out how you access a phone or computer and how you use these to look for information.

This survey is completely anonymous and requests no details that will personally identify you.

Thanks for taking a few minutes to complete it.

Social Media Survey for Young People

Profile details:

Age: _____

Gender: _____

Do you identify as:

- ☐ CALD _____
- ☐ LGBTI _____
- ☐ Indigenous _____
- ☐ Islander _____
- ☐ Having a disability _____
- ☐ Living in a rural/remote area _____
- ☐ Living in suburbia _____
- ☐ Living in the inner city/valley _____

Describe your housing status: Stable Unstable Homeless Sleeping Rough
How long has your housing status been like this? _____

Describe your income status: No income Study allowance YA/Newstart
I work Family support _____

Are you currently studying? Yes / No

What are you studying and where? _____

Are you currently working? No Part time Full time

Do you own a mobile phone?

Yes / No

- ☐ Does the phone belong to you or someone else? _____
- ☐ What brand of phone is it? _____
- ☐ How long have you had it? _____

How well do you know how to use all the functions on your phone?

Not much

Mostly

Totally

Do you use the internet?

Yes / No

- ☐ How often do you access the internet? Daily 1-3 times pw fortnightly
- ☐ Where do you most often access the internet? _____
- ☐ Is there a public facility you could go to access the internet for free? _____
- ☐ Is there an organisation you could go to access the internet for free? _____

When you access the internet, what types of sites do you often access?

- ☐ Music and media sites like youtube etc
- ☐ Email
- ☐ Service information and contact details
- ☐ Contact details for friends/family

Could you get a mobile phone working, even if you didn't know the PIN number?

Yes / No

How many apps do you have on your phone? _____

Name 3 of them: 1 _____ 2 _____ 3 _____

Do you connect to Facebook or other social media sites / apps with your phone?

Yes / No

Where do you usually get your mobile phones from?

- ☐ New, prepaid/on a plan - retail
- ☐ New/on plan, received as a gift
- ☐ Second hand – retail
- ☐ Second hand – bought off friend/individual
- ☐ Second hand – received as gift
- ☐ Exchanged/swapped for item from friend/individual
- ☐ Loaned
- ☐ Stolen

Who pays for your phone credit?

- ☐ Me
- ☐ Friends
- ☐ Family
- ☐ An organisation _____
- ☐ Other _____

Do you use email?

Yes / No

- ☐ Do you have your own email address? Yes / No
- ☐ Do you have more than one you access regularly? Yes / No
- ☐ When did you last access one or more of you email addresses? _____

If you had to send a fax, where would you go? _____

What types of technology do you prefer to use to communicate with your friends and family?

- ☐ Mobile phone – chat
- ☐ Mobile phone - text
- ☐ Email
- ☐ Internet-based live chat service (Messenger, Skype ec)
- ☐ Facebook or other social media website
- ☐ Internet posts or blogs
- ☐ Other _____

Which of all of these do you use the most and you couldn't live without? _____

Do you believe there are any types of risks associated with using:

- ☐ Mobile phones _____
- ☐ Email _____
- ☐ Internet-based live chat service (Messenger, Skype etc) _____
- ☐ Facebook or other social media websites _____

If you are, or have been homeless and sleeping rough, how did you keep your phone or other items charged?

Do you have any tricks or tips for keeping your technology safe and secure when you're homeless or mobile?

Do you have any other thoughts on social media tools and using technology as a way to communicate and stay connected to people?

Appendix 4 – INSTEP Facebook Policy



Facebook Policy

Purpose

This document describes the use of personal Facebook accounts on company time and the use of corporate Facebook accounts.

Overview

The company realizes that employee social networks and social media tools provide some value to the company. As a result, we have established a policy that allows a small amount of usage of Facebook while at work as long as certain guidelines are met. If the guidelines laid out in this policy are deemed unacceptable, then the use of Facebook while at work is also deemed unacceptable.

This document provides three (3) sets of guidelines. The first set is applicable to all Facebook usage (General), whether at work or on personal time. The second set is applicable to those who wish to use their Personal Facebook during business hours and the third set is applicable to those who wish to have a Professional Facebook for work to help promote the organisation.

Guidelines for Facebook Use (General)

- Do not disclose confidential or proprietary information on your Facebook account. Disclosing competitive information or trade secrets is cause for termination.
- Be responsible for what you write. Remember that just because you “can” say something doesn't mean that you should. Written word is more difficult to interpret than verbal interaction. Remember that what you say will be a permanent record. Be careful. Be smart.
- Be authentic and use full disclosure. If you are discussing a company product or that of a competitor, it is in your best interest to disclose that you work for the company.
- Respect copyrights. Don't post text, images or video that was created by someone

else without proper attribution. If you have questions about copyright law and/or usage of certain media, discuss this with the General Manager.

- Facebook is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels, not on Facebook.
- Facebook is not a substitute for customer service. Please refer customers to the appropriate staff member instead of handling inquiries entirely through Facebook.
- Be clear that you are not an official spokesperson for the company and that your views do not necessarily reflect those of the company.
- ***Under no circumstances should you add IN-STeP clients/participants as friends on your personal page or should you communicate with these clients through your personal page!***

Personal Facebook Use at Work

- Personal Facebook accounts must not be accessed or used during work hours.

Guidelines for Professional Facebook Use at Work

- It is not compulsory, to have a professional Facebook page with your position, however the option is available to you and can be useful in communicating with your clients.
- A professional Facebook page should not include any personal details about yourself and will only list details that are required in your position i.e. work email, phone numbers etc.
- This page must provide a link to the company website, a company logo and be linked to the organisation's Facebook page.
- All status updates should be related to the company and/or the industry in which we operate.
- Contact with clients through this page is deemed to be professional contact, with all contact recorded in accordance with the organisation's policy of record keeping
- ***It is forbidden for your personal and professional Facebook pages to be linked.***
- Your professional page should only be accessed during working hours.
- Your professional Facebook page reflects your professional career and the work you undertake with our organisation. Your personal views and opinions that do not reflect our organisation should not be placed on this page.
- If for any reason your position with IN-STeP ends, this professional page must be deleted.

This policy should be read in conjunction with our 'Social Media Guidelines for IN-STeP Employees' policy.

Appendix 5 – INSTEP Endorsement and Non-Endorsement of Programs, Products and Procedures Policy



Endorsement and Non-Endorsement of Programs, Products or Procedures Policy

Policy Objective

IN-STeP has close links with the community, including working relationships with other organisations that are fundamental for effective community based serving. To maintain community trust and confidence, it is essential that IN-STeP project a consistently positive image in its dealings with the community.

Endorsement occurs when IN-STeP gives approval or support to an organisation, individual, product, service or activity.

This policy aims to ensure that community trust and confidence in IN-STeP is maintained in relation to endorsements. To achieve this aim, the policy provides guidance on the management of endorsements, including:

- Defining commercial and non-commercial endorsement
- The approval process for selecting activities for endorsement.

Policy Summary

Endorsement

Endorsement occurs when IN-STeP gives approval or support to an organisation, individual, product, service or activity. Endorsement is either commercial or non-commercial.

Commercial Endorsement

Commercial endorsement occurs when a business receives a commercial benefit or profit through association with IN-STeP. Commercial endorsement is prohibited.

IN-STeP does not endorse organisations, individuals, products, services or activities where the endorsement will result in a commercial benefit.

Non-commercial Endorsement

Non-commercial endorsement occurs when an *event, program, product or procedure* organised by a government agency, not for profit community organisation or charity is publicly supported by IN-STeP, and the benefit it receives does not involve a commercial benefit or profit.

IN-STeP can provide non-commercial endorsement if an event:

- Supports IN-STeP's mission to work with the community
- Does not create an actual, potential or perceived conflict of interest between the organisation and IN-STeP
- Provides a positive image for IN-STeP, and
- Does not provide a commercial benefit or profit.

Organisations seeking non-commercial endorsement must submit a letter to the General Manager of IN-STeP for assessment. If endorsement is approved, a letter of agreement will be provided. This includes endorsements conduct via social media outlets.

IN-STeP Employees must not provide commercial endorsements. However, this does not prevent employees from speaking or providing quotes about experiences with a particular product in all circumstances.

IN-STeP employees are not permitted to endorse any *event, program, product or procedure* on behalf of IN-STeP without prior approval. Employee's personal opinions and/or beliefs should not reflect on the organisation or its business.

The General Manager of IN-STeP, in conjunction with the Management Committee has the authority to approve endorsements and provide permission for staff to give non-commercial endorsements.

Appendix 6 – INSTEP Social Media Guidelines



Social Media Guidelines for IN-STeP Employees

IN-STeP's focus on promoting communication is to foster an atmosphere of open communication and teamwork among staff, one that values diversity of thought and culture. Social media applications have become increasingly important arenas for the kind of engagement and communicating we encourage. Online social media enables individuals to communicate their insights, express their opinions and share information within the context of a globally distributed conversation. Each tool and medium has proper and improper uses.

While IN-STeP encourages all of its employees to join a global conversation, it is important for staff who choose to do so to understand what is recommended, expected and required when they discuss IN-STeP related topics, whether at work or on their own time.

The same principles and guidelines that apply to IN-STeP employees' activities in general, apply to their activities online, both at and outside of work. This includes all forms of online publishing and discussion, including blogs, wikis, file-sharing, user-generated video and audio, social networks and other social networking applications.

IN-STeP is currently using several social networking applications to engage members and educate the public about our programs and organisation.

General IN-STeP Guidelines and Policies

Know and follow IN-STeP's *Code of Conduct; Non-Endorsement of Programs, Products, or Procedures policy; Confidential Information policy; and Internet and WWW Usage Policy.*

Summary

1. Only staff authorized to do so by the General Manager may speak for IN-STeP.
This includes the IN-STeP presence on a public social network (e.g. Facebook, Twitter, YouTube, Flickr, etc.).
2. When staff communicates through social media, unless authorized to speak on behalf of IN-STeP, they are representing themselves. If staff communicates any information about IN-STeP in Social Media, they should refer to IN-STeP policies about communication of IN-STeP information by individuals who are not authorized IN-STeP spokespeople.
3. It is a good rule of thumb to think of ALL social media as the same as writing a signed letter to the editor of a newspaper. Don't speak for IN-STeP, clearly state who you are and your relationship to the topic, make it clear you are representing your own ideas, and finally, don't write anything that you would be embarrassed about seeing printed on the front page of a print publication.
4. If you aren't sure about the wisdom of pursuing a form of social media outreach, or have a question about it, discuss it with your direct supervisor. You should use the same good judgment about discussing IN-STeP's information as you would in an elevator or any location where non-staff may overhear.

Specific Guidelines

- **IN-STeP regards blogs and other forms of online discourse as primarily a form of communication and relationship among individuals.** When the Association wishes to communicate publicly—whether to its members, the media, or to the general public—it has well-established means of doing so. Only those officially designated by IN-STeP have the authorization to speak on behalf of the Association.
- **Respect your audience.** As an organisation that values diversity, we would expect that you would not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in IN-STeP's workplace. Also, don't talk down to your readers, and communicate clearly.
- **Be who you are.** Some bloggers work anonymously, using pseudonyms or no

name at all. IN-STeP discourages this when employees participate in online conversations or blog posts that relate to IN-STeP or issues with which the organisation is engaged. We believe in transparency and honesty. If you are blogging or posting about your work for IN-STeP, use your real name, and identify that you work for IN-STeP. Staff should not use social media applications for covert marketing or public relations. If you have a vested interest in something you are discussing, be the first to point it out. Of course, staff should not discuss internal personnel or other staff issues on a blog.

- **Be smart about protecting yourself and your privacy.** What you publish will be around for a long time, so consider the content carefully and exercise caution when disclosing personal details.
- **Be thoughtful about how you present yourself in online social networks.** The lines between personal and professional lives are blurred in online social networks. If you choose to identify yourself as an IN-STeP staff person within a social network (e.g. Facebook), you are then connected to your colleagues and other IN-STeP members. You should ensure that content associated with you is consistent with your work at IN-STeP, and that if you discuss IN-STeP information that you are authorized to do so.
- **Use a disclaimer.** If you write anything related to your work at IN-STeP on a blog or some other online space, make it clear that what you say there is representative of your views and opinions and you are not presenting yourself as a spokesperson for IN-STeP. Use a disclaimer such as: " "I am an employee at IN-STeP; however this is my personal opinion." or something to that effect. Of course, this would only apply to writings that mention IN-STeP business-related topics.
- **IN-STeP respects employees' right to free speech.** Employees are free to express themselves and their opinions in whatever way they see fit as long as they are clearly representing themselves as individuals and not employees of IN-STeP. Again, employees only need disclose their affiliation with IN-STeP if they're writing specifically about IN-STeP.


For example, if an employee writes a blog post about his/her personal experience at an IN-STeP event they do not need to do so with a disclaimer that they work for IN-STeP. In that context, affiliation with IN-STeP is incidental and no disclaimer is necessary.

- **Management has a unique responsibility.** A standard disclaimer does not by itself exempt IN-STeP managers and executives from a special responsibility when blogging or otherwise communicating in online public spaces. By virtue of their position, IN-STeP managers must consider whether personal thoughts they publish may be misunderstood as official IN-STeP positions. Also, a manager should assume that his or her team will read what is written. A public blog is not the place to communicate IN-STeP policies to IN-STeP employees.
- **Be accurate and factual.** It's important to stick to the facts and to identify your actual IN-STeP affiliation. Here and in other areas of public discussion, make sure that what you are saying is factually correct, and do not make inflammatory statements or attempt to engage in an aggressive or defensive way. When you see misrepresentations made about IN-STeP by media, analysts or by other bloggers, you should inform the General Manager and they will decide if or how to respond. While you may certainly use your blog—or join someone else's—to point out discrepancies, do so respectfully, factually and with the disclaimer that the views you are expressing are your own and you are not speaking on behalf of IN-STeP.
- **Use your best judgment.** Remember that there can be consequences to what you publish in any format. Assume that what you post on social networking sites or blogs will be part of a permanent public record, accessible to members, colleagues, friends and members of the media. If you're about to publish something that makes you even the slightest bit uncomfortable, review the suggestions above and think twice about posting it. If you're still unsure, and it is related to IN-STeP business, refrain from commenting and discuss it with your supervisor, or the General Manager. Ultimately, however, you have sole responsibility for what you post to your blog or publish in any form of online social media.

- **Remember your day job.** Engagement in social media will vary, depending on its relevance to a person's job at IN-STeP. Discuss with your direct supervisor how much of your job, if any, necessitates your on-the-job participation in social networking of any sort, and act accordingly. If your position doesn't relate specifically to IN-STeP's social media outreach, refer to IN-STeP's *Internet and WWW Usage Policy* with regard to time spent online while at work.

Appendix 7 – Brisbane Youth Service Facebook Policy

facebook
1
1
Search for people, places and things
Find



Brisbane Youth Service
GUIDELINES FOR USE

Like

Online social media enables individuals to share their insights, express their opinions and share information within the context of a globally distributed conversation. Each tool and medium has proper and improper uses. While BYS encourages all of its LIKers to join a global conversation, it is important for BYS LIKers who choose to do so understand what is recommended, expected and required when they discuss BYS related topics.

1. ADMINISTRATION

- The page will be set up and overseen by the Fundraising and Marketing Manager and reviewed by an admin employee in the short term. BYS will then look at the possibility of getting a volunteer to administer the page in the future (with appropriate training).
- The Fundraising and Marketing Manager and will be the main point of contact for any issues arising around the use of the BYS Facebook business page as well as any questions from LIKers.

2. INTERACTION BYS supports open dialogue and the exchange of ideas. BYS's brand is best represented by its executive, employees, youth, supporters and volunteers and everything published reflects this diversity. The facebook page should be used in a way that adds value to BYS's LIKers. Adding value is when;

- it helps members connect with other members and solve problems;
- it helps to improve knowledge or skills;
- it contributes directly or indirectly to the improvement of BYS's products, processes and policies;
- it builds a sense of community; or if it helps to promote BYS's values.

If and when authorised persons of BYS participate in social media as a representative of BYS, they should identify themselves as such. When dealing with conflict, always do so with respect, stick to the facts and identify the appropriate affiliation to BYS. Also, be the first to respond to your own mistakes. BYS/LIKers are expected when posting to Facebook that if a post is made in error, it is corrected quickly.

3. INAPPROPRIATE COMMUNICATIONS BYS won't be responding to certain issues that are more appropriately dealt with/handled through official channels. Alternative contact information will be provided where appropriate so that LIKers know where to take enquiries. LIKers will understand that healthy discussion needs some moderation; comments, which may be deleted from the page include comments that are off-topic, offensive or inappropriate. LIKers are asked to abide by BYS values.

Comments or interaction which are deemed to be inappropriate may result in the LIKer being blocked from the BYS business Facebook Page. Inappropriate communications include but are not limited to:

- Comments which do not respect copyright, fair use and reputations.
- Providing BYS or another's confidential or other proprietary information.
- Ask permission to publish or report on conversations that are meant to be private or internal to BYS.
- Don't cite or reference clients, partners or suppliers without their approval.
- When a reference is made, where possible it will be linked back to the source.
- Disrespect the audience.
- Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in within BYS or be deemed defamatory.

BYS LIKers are trusted and expected to exercise personal responsibility whenever they participate in social media. This includes not violating the trust of those with whom they are engaging. The following message will be included on the Facebook page in a visible position. "Have you seen social networking behaviour or content that is not in keeping with these guidelines? Report inappropriate content via email to socialmedia@brisbyouth.org When the BYS wishes to communicate publicly it has well-established means to do so. Only those officially designated by BYS have the authorisation to speak on behalf of the company. It is anticipated that Social Media activities of BYS should not exceed 30 minutes a day nor interfere with individual's jobs or commitments.

Appendix 8 – Queensland Health Social Media Policy

Queensland
Health

health • care • people

Policy

Policy #QH-POL-364:2012

Social media for official communications policy

Policy statement

Queensland Health (QH) supports the use of social media for official purposes.

Intent of this policy

The intent of this policy is to ensure:

- Health Service Districts (districts) may establish and maintain a single Facebook account per district for the purposes of promoting the district services and programs (a single Facebook account is established for all corporate divisions)
- Districts/divisions apply to the Director-General (or delegate) for any additional Facebook accounts to promote individual facilities or programs
- Districts appropriately resource, monitor, moderate and review all social media channels (e.g. YouTube, Twitter) established locally
- Districts' social media is compliant with legislation and with whole-of-government policy including information and records management and the Code of Conduct

Scope

This policy applies to all QH staff including, but not limited to, volunteers, students, contractors, consultants and anyone employed or engaged in any other official capacity in or by the department. It applies to all QH divisions, statewide services and health service districts.

This policy does not apply to internal, personal or professional use of social media which is covered by the *Use of Internet, Email and other ICT Facilities and Devices Policy* and *Public Services Code of Conduct 2011*.

Principles

- Public benefit – social media is used in a way that is planned and that demonstrates clear benefit to the public
- Responsive – Social media tools should be appropriately resourced to ensure that comments, complaints or queries are responded to in a timely manner.
- Manage risk – Content is appropriately governed and resourced to ensure protection of patient and public privacy and to protect the reputation of public health services and the department.
- Inclusive and transparent – Information is accessible to all members of the public in accordance with legislation.

Queensland Health: Use of social media for official communications

- Respect—Social media activities demonstrate respect for diversity of opinions and differences. Defamatory, harassing or indecent materials are not linked to or posted. Copyright and the intellectual property of others is respected.
- Compliance—All use shall comply with the relevant social media websites' terms of use.

Legislative or other authority

Copyright Act 1968

Defamation Act 2005

Health Services Act 1991(until June 30 2012)

Health & Hospitals Network Act 2011

Information Privacy Act 2009

Right to Information Act 2009

Public Records Act 2002

Financial and Performance Management Standard 2009

Related policy or documents

Code of Conduct for the Queensland Public Sector

Queensland Government Enterprise Architecture – Official use of social media policy

Queensland Government Enterprise Architecture – Official use of social media guideline

Queensland Government Enterprise Architecture – Online communication engagement Guideline

Information Standard 26 – Internet

Queensland Health Integrated Risk Management Policy and related standards

Queensland Health Electronic Publishing Policy

Queensland Health Media Relations Policy

Queensland Health Records Management Policy and related standards, protocols, procedures and guidelines

Queensland Health Use of Internet, Email and other ICT Facilities and Devices Policy

Data Management Policy

Queensland Health Health Information: Disclosure and Access Policy

Queensland Health Code of Conduct – Workplace Ethics, Conduct and Behaviour HR Policy

Queensland Health Requirements for Reporting Official Misconduct HR Policy

Queensland Government Enterprise Architecture – Online community engagement policy

Queensland Government Enterprise Architecture – Online community engagement guideline

Review

This policy will be reviewed at least every two years. A review can be triggered at any time by changes in business requirements or significant changes in supporting technology.

Date of last review: New policy

Queensland Health: Use of social media for official communications

Supersedes: New policy

Policy custodian

Integrated Communications Branch, Office of the Director-General

Responsible executive management team member

Executive Director, Office of the Director-General

Approval and implementation

Approving officer: 18/06/2012

Approval date: 18/06/2012

Implementation date: 18/06/2012

Queensland Health: Use of social media for official communications

Glossary of terms used in this policy and supporting documents

Term	Definition	Source
Defamation	Defamation is the injury to another person's reputation either directly or implied through the publication of words or sounds.	Department of Public Works, Queensland Government Enterprise Architecture guideline – Official use of social media guideline
Information	Information is any collection of data that is processed, analysed, interpreted, classified or communicated in order to serve a useful purpose, present fact or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video, image, graphical, cartographic, physical sample, textual or numerical form.	Department of Public Works, Queensland Government ICT Policy and Coordination Office definition available at http://www.qgcio.qld.gov.au/qgcio/resources/glossary/Pages/index.aspx accessed March 2011
Internet	Computer-based worldwide information network.	Department of Public Works, Queensland Government ICT Policy and Coordination Office definition available at http://www.qgcio.qld.gov.au/qgcio/resources/glossary/Pages/index.aspx accessed March 2011
Misrepresentation	Misrepresentation is the giving of false information by one party to the other before the contract is made, which induces them to make the contract. The false statement shall be one of fact, as opposed to a statement of opinion or a promise.	Department of Public Works, Queensland Government Enterprise Architecture guideline – Official use of social media guideline
Negligence	Negligence is the failure to act when bound by a duty of care. The degree of care which the law requires is that which is reasonable in the circumstances of the particular case.	Department of Public Works, Queensland Government Enterprise Architecture guideline – Official use of social media guideline
Use of social media for official communication	Official use of social media is any public use of a Queensland Government-managed social media account, profile or presence by an authorised user. Comments made through social media accounts are representative of the agency and made by those authorised to do so. Uses can include: publishing messages, uploading content (text, images, video), and responding to communication from others.	Department of Public Works, Queensland Government Enterprise Architecture guideline – Official use of social media guideline
Social media	<p>Social media is an umbrella term covering websites, technology, applications or tools that enable active and participatory publishing and interaction between individuals over the internet.</p> <p>Social media can be characterised by:</p> <ul style="list-style-type: none"> • relationships • user participation • user-generated content • collaboration 	Department of Public Works, Queensland Government Enterprise Architecture guideline – Official use of social media guideline

Queensland Health: Use of social media for official communications

Term	Definition	Source
	<ul style="list-style-type: none"> • multi-directional conversations • highly accessible and scalable publishing • 24/7/365 operation and availability. 	
Social media tools	<p>Social media tools include but are not limited to:</p> <ul style="list-style-type: none"> ■ social networking sites e.g. Facebook, Friendster ■ video and photo sharing websites e.g. Flickr, YouTube ■ micro-blogging sites e.g. Twitter, Yammer ■ weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications ■ forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups ■ online encyclopaedias such as Wikipedia ■ any other websites that allow individual users or companies to use simple publishing tools to share information with a network of individuals 	

Appendix 9 – RAYS Social Media and Online Interaction

Redcliffe Youth Space Policies and Procedures Manual

Social Media and Online Interaction

Purpose

The purpose of this Policy is twofold:

1. Detail the organisations approach to using social media and engaging in online interaction with clients, stakeholders and other groups or individuals;
2. Orient staff to the implications and responsibilities associated with the use of social media. Staff should note that social media is relatively new, and how it is used and the legislation effecting social media is constantly under review. The organisation is committed to keeping abreast of these changes and adapting this policy in alignment with best practice. The CEO will advise staff when the policy is updated.

Background

Why is the Youth Space implementing a policy around the use of social media?

There are three reasons. First, the organisation maintains an active social media presence via facebook, Twitter and YouTube. Secondly, the organisation is aware staff are active participants in multiple social media platforms. Third and most importantly, it is a preferred form of communication amongst young people.

The Youth Space is committed to being where young people are, and remaining culturally and contextually relevant to their needs, interests and methods of interaction. Young people have indicated that they not only enjoy social media and interacting online, in many cases they prefer it. Their social media of choice is (as of Feb 2012 survey) facebook with a lesser emphasis on YouTube. Twitter did not rate in surveys.

An important note for staff is that posts via social media can now be used in a court of law, though as an organisation we are still obtaining information on this. It is important to advise our clients that YouTube videos have been used in the past to track down criminal activity, as have facebook posts, Twitter posts and MySpace activity. In fact, the Youth Space has supported the police in such endeavours and played an important role in 2010 in uncovering an emerging neo-Nazi group in the region whose actions had caused violent altercations at Australia Day events. It is also important to remind young people that what is uploaded to the net often stays on the net in some form regardless of whether or not it is deleted by the user of any particular account. Therefore it is of utmost importance than any user of social media act wisely and with forethought.

Policy

Social media is deceiving. To take facebook as an example, we may feel that we have protected our accounts and implemented appropriate privacy controls, and we may believe that our friends will keep our posts and photos private – but the reality is our posts can be shared and our photos can be copied and circulated without our consent. Often we have “friends” in our lists that are more acquaintances than close personal confidants and those individuals may not have the same regard for our privacy. It’s also important to realise that often as a social media site updates and changes, security settings can be reset without our knowledge or consent. This has happened at least once with one facebook upgrade in recent years.

While this policy aims to explain the organisation’s approach to social media, as an employer with a duty of care to its staff and clients we are also interested in ensuring our staff and our young people make use of their own personal social media accounts responsibly.

There has been a simple rule people have often quoted in relation to social media: “don’t put anything up online that you wouldn’t be happy to see on the front page of tomorrow’s newspaper.” Though it is unlikely many of us would ever end up on the front page of a newspaper because of a facebook post or a photo we had uploaded, the point is to highlight the fact that we just don’t know what can happen to our personal information once it is online, which is essentially a publically accessible zone used by millions of people around the world.

Social Media at Work

The lines between public and private, personal and professional are blurred when it comes to social media.

The Youth Space has conducted extensive research into the issue of productivity and the use of social media at work. While there is research available stating it is counter-productive to performance, there is more research available showing it supports staff productivity when used appropriately. To that end, the organisation allows staff access to their personal social media accounts while at work.

The organisation will limit or remove this courtesy if it becomes apparent the courtesy is being abused. This will be monitored by the CEO in his day to day interactions with staff, and members of the team will always be consulted if the CEO at any time considers staff use of social media to be excessive. After that conversation, if the behaviour continues the organisation will block access to social media for that particular computer and the issue will become part of that staff members training and support plan.

While staff are making use of their social media sites at work, the organisation maintains what it believes is a reasonable expectation that no member of its team will make derogatory or offensive remarks, or highly politicised or ethically questionable remarks while using our equipment and resources.

To help orient employees, the organisation asks you the following simple questions:

- Do you identify as an employee of the Redcliffe Youth Space on your facebook or MySpace page, or in your Twitter account?
- Do you comment on the organisation via social media or any web presence?
- Do you know what defamation is?

If you do make references to your involvement with the organisation online, you are asked to be considerate of the Youth Space and your colleagues, and to understand that you are representing the organisation in your private and professional interactions. Therefore your actions online could potentially impact the organisation's reputation and its ability to work with young people.

The organisation agrees this is not fair. We believe in a person's freedom to express themselves, however we are also aware that we cannot control the perceptions of any individual or group – this means that while you may be making a personal comment or statement about an issue or individual, someone knowing of or seeing your link to our organisation could conceivably believe your comment or statement is endorsed by the organisation. We ask staff to be aware of this.

The Youth Space does not dictate your use of social media. The organisation simply reminds staff that this policy is designed to protect you, the organisation, and most importantly our young people and our ability to support them.

Use of the Organisation's Official Social Media Presences

All staff have administration access to the organisation's official online presences, except for the official website which is controlled by the CEO. All posts to the Youth Space's official social media accounts must:

- Promote young people in a positive light;
- Promote the organisation in a positive light;
- Be positive, upbeat and informative;
- Any information placed on the site about issues of relevance to young people must be thoroughly researched before publication online. That information must include the source of any data or quotation used;
- No young person is to be publically reprimanded online. If an inappropriate post is published, it will be removed without comment;
- Any comment, inbox or other form of message that is of concern, socially, politically, personally or brings into concern the welfare of an individual must be immediately escalated to either the CEO or 2iC for action. A screen capture of the page must be taken and saved into a JPEG file, and then the comment that has caused concern must be deleted;
- Any threat of harm (self harm, or harm to another being – animal or human) must be immediately escalated to the CEO or 2iC for action. A screen capture of the page must be taken and saved into a JPEG file, and then the comment that has caused concern must be deleted;
- In reference to the above two points, it will be at the determination of the CEO as to whether or not the organisation makes any public statement on the recently deleted post;
- All staff must conduct themselves online in accordance with our policy and procedures and our ethical principles document;
- No staff member is to defame* any individual online;
- The CEO's ruling on social media posts and issues is final. Recourse may be sought through the Management Committee if staff feel any decision is unfair. Independent mediation may be sought from the Queensland Law Society or the Union (if a member) where a staff member may feel their rights have been infringed upon.

* What is defamation?

At its simplest, defamation is to spread bad reports about someone which could do them harm. You can "defame" someone if you say something false about them which spoils their good reputation, which makes people want to avoid them or which hurts them in their work or their profession.

You do not have to make up false things yourself. The tricky bit about defamation is that if you pass on false information (whether knowingly or not) about a person from second or third hand reports you have defamed them.

If staff or any other individual or organisation were to defame the Youth Space or a colleague/staff member online (whether on our official social media sites, or any other social media site), in a way that was false or misleading and could potentially affect our ability to maintain service provision, or affect a staff members employment, the organisation **will** take legal action.

Young People and Your Private Page

Can the Youth Space tell you who you can and cannot add as a "friend" on facebook or any other social media site? This is a difficult question to answer. Our policies have recommendations for time limits between official contact with a client of the organisation, and permissible personal contact (usually seven years from the age of 18, six years from the age of 19, or five years if 20+ from the clients last point of contact with the organisation). It is advisable that this recommendation be followed, however realistically we cannot and would not monitor your private lives or social networking and any recommendation we make must be left up to the individual to implement in alignment with their own personal ethics.

The organisation does strongly recommend against adding young people to your social networking sites as this is a blurring of professional boundaries, unless carefully controlled and responsibly implemented.

In an effort to move with the advances of social media and the importance it plays in the lives of young people, this policy does seek to provide effective boundaries for staff who are able to make a case to the CEO for adding a young person to their private social media sites as a means of supportive intervention.

Before making any such request of the CEO, the organisation encourages staff to enter into supervision internally or externally to reflect on the ethics and necessity of the choice, and to review the individuals practice principles as a professional.

It is important to note that in some situations, your ethics and your practice may determine it is appropriate to add a young person so that you can provide them with additional support and the organisation will accept this if an appropriate case can be made. In such a situation, the Youth Space will support you to control this process so that you, your reputation and your family and friends are protected.

Staff may decide to add a young person without consulting with the CEO, which is their right. However, the organisation asks staff to consider the following definition of outreach which has been applied by the organisation since 2010:

Outreach, as defined by the Redcliffe Area Youth Space (aka RAYS, the Redcliffe Youth Space or the Youth Space) is any activity that takes place off site (away from the corners of Anzac and Oxley Avenues, in Redcliffe QLD) that requires a staff members professional skills as a Youth Worker and engages with young people in an attempt to support them.

This new definition of outreach was implemented because we always seek to be progressive and responsive to the needs of our client base and outreach in the modern world is not about a bus and information being disseminated any more over a cup of hot chocolate. Outreach can be any number of things, and in our attempt to ensure the organisation moves forward in step with technology we will continually update this definition.

If an appropriate case is made for adding a young person to your personal online presence, the following processes will take place and you will be considered to be conducting outreach and it is advised you reflect this responsibly in your fortnightly time sheet:

- You will be supported to appropriately adjust your privacy and security settings and you will be supported to make your "wall", any notes you have and your photos private;
- You will receive quarterly reminders from the CEO to check your social network security settings;
- You will not disclose your personal information, or any other staff members personal information to a young person or any other individual. Failure to adhere to this point will result in legal action being taken against you for breach of privacy. Personal information includes (but is not limited to) a person's home address, mobile phone number, home phone number, personal e-mail addresses, regular days off, health concerns, family information, wage or employment information, any performance management issues that may be in place from time to time;
- You will be expected to follow the organisations ethical principles document, it's relevant policies and to adhere to the same expectations listed above in the "Use of the Organisations Official Social Media Presences" section of this policy.

Staff will be expected to discuss any interactions in their supervision sessions, and are encouraged to receive regular debriefing.

Staff are advised that as we continue to obtain legal advice from our lawyers around the use of social media, this policy will change and as is indicated above on page 71, alerts will be sent to staff to advise of changes as they occur.

As this is a contentious issue with many views across many different professions, the organisation remains open to professional and personal feedback regarding this policy and will adapt where appropriate any feedback offered.

Appendix 10 – DETE Use of Social Media for Departmental Promotion



Queensland Government
Department of Education, Training and Employment
Policy and Procedure Register

Use of Social Media for Departmental Promotion

Version Number

2.0

Implementation Date

9/07/2012

Scope

Department-wide

Purpose

This procedure is designed to ensure that all communication made and opinions expressed on behalf of the department in online communities are consistent with departmental policies and procedures and the relevant permissions are obtained before publishing.

Overview

The purpose of the Use of Social Media for Departmental Promotion procedure is to ensure that online communications made on behalf of the Department of Education, Training and Employment (DETE) using social media, including sites such as Facebook, My Space, Yammer, Twitter and YouTube are consistent with the department's procedures and policies as well as applicable laws concerning privacy and copyright. School staff should not contact present students enrolled in any school or institute through their or anyone else's personal social media sites.

Social Media sites may be used to promote the department, schools, TAFEs, and key departmental initiatives and events.

Responsibilities

School staff:

- refer to the [DETE Code of Conduct Standard of Practice](#) (section 1.5 Interactions with Students) which states:
 - you must not use social media sites such as Facebook, Twitter, My Space or YouTube to contact or access students enrolled in any state educational facility
 - you must not use any official departmental social media site for inappropriate or non-work related communication
 - you must only establish an official social media presence/site with approval from an appropriate manager
 - if you use private social media sites in your personal time you must ensure that the content is appropriate and private, and that you restrict access to people who are not students.
- establish an official school social media presence or site only when instructed to do so by principal.

TAFE staff:

- refer to the [DETE Code of Conduct Standard of Practice](#) (section 1.5 Interactions with

Students) which states:

- you must not use social media sites such as Facebook, Twitter, My Space or YouTube to contact or access students enrolled in any state educational facility
- you must not use any official departmental social media site for inappropriate or non-work related communication
- you must only establish an official social media presence / site with approval from an appropriate manager
- if you use private social media sites in your personal time you must ensure that the content is appropriate and private, and that you restrict access to people who are not students.
- are not to use any official TAFE social media presence for inappropriate or non-TAFE related communication
- only establish an official TAFE social media presence or site when instructed to do so by institute director
- institute directors complete the [schools and TAFEs checklist for the establishment of social media](#).

Principals:

- refer to the [DETE Code of Conduct Standard of Practice](#) (section 1.5 Interactions with Students) which states:
 - you must not use social media sites such as Facebook, Twitter, My Space or YouTube to contact or access students enrolled in any state educational facility
 - you must not use any official departmental social media site for inappropriate or non-work related communication
 - if you use private social media sites in your personal time you must ensure that the content is appropriate and private, and that you restrict access to people who are not students.
- ensure school staff refrain from using their or anyone else's personal internet social media networks to promote the school or school initiatives
- complete the [schools and TAFEs checklist for the establishment of social media](#)
- ensure that any official school social media presence or site is managed and updated by school staff
- non-school staff are not permitted to establish or maintain social media accounts on behalf of a school
- approve of all content for your school's social media presence (may be delegated)
- to comply with the [QGEA Official use of social media policy](#), Corporate Communication and Marketing (Marketing.CCM@dete.qld.gov.au) must be emailed the following information:
 - the account's purpose
 - officers authorised to access the account
 - account holder details sufficient to enable continuity of access by the agency.

Parents and Citizens' Associations (P&C):

- consult with the school principal to arrange the promotion of the P&C via the school's social media presence.

School Councils:

- consult with the school principal to arrange the promotion of the P&C via the school's social media presence.

Non-School and Non-TAFE officers who are not Directors:

- refer all requests to establish a social media presence and approvals to your Director
- prepare a General Briefing Note seeking the Minister's approval for new or established social media presence or site.

Directors, Regional Directors, Assistant Directors-General, Deputy Directors-General and Associate Directors-General:

- ensure familiarity and compliance with the [Use of Social Media for Departmental Promotion guidelines](#)
- refer all non-school and non-TAFE requests for a new or established social media presence or site to Executive Director, Corporate Communication and Marketing for advice
- endorse a General Briefing Note seeking the Minister's approval for a new or established non-school or non-TAFE social media presence or site.
- complete the [Departmental checklist for the establishment of social media](#)
- to comply with the [QGEA Official use of social media policy](#), Corporate Communication and Marketing (Marketing.CCM@dete.qld.gov.au) must be emailed the following information:
 - the account's purpose
 - officers authorised to access the account
 - account holder details sufficient to enable continuity of access by the agency.

Executive Director, Corporate Communication and Marketing:

- provide advice to senior executives and other departmental staff on requests for non-school and non-TAFE social media presences or sites
- provide advice to Principals, P&C and school staff on policy restrictions.

Director-General:

- considers requests for a new or established non-school or non-TAFE social media presence or site and authorise if appropriate.

Minister for Education, Training and Employment:

- considers requests for a new or established non-school or non-TAFE social media presence or site and authorise if appropriate.

Process

School staff:

- establish an official school social media presence or site only when instructed to do so by the principal.

TAFE staff:

- only establish an official TAFE social media presence or site when instructed to do so by the institute director.

Principals:

- complete the [schools and TAFEs checklist for the establishment of social media](#)
- ensure that any official school social media presence or site is managed and updated by school staff
- approve of all content (may be delegated)
- to comply with the [QGEA Official use of social media policy](#), Corporate Communication and Marketing (Marketing.CCM@DETEa.qld.gov.au) must be emailed the following information:
 - the account's purpose
 - officers authorised to access the account
 - account holder details sufficient to enable continuity of access by the agency.

Parents and Citizens' Associations (P&C):

- consult with the school principal to arrange the promotion of the P&C via the school's social media presence.

School Councils:

- consult with the school principal to arrange the promotion of the P&C via the school's social media presence.

Non-School and Non-TAFE officers who are not Directors:

- refer all requests to establish a social media presence and approvals to your Director
- prepare a General Briefing Note seeking the Minister's approval for new or established social media presence or site.

Directors, Regional Directors, Assistant Directors-General, Deputy Directors-General and Associate Directors-General:

- ensure that the information for proposed account isn't better suited to the DETE social media accounts. Ensure the intended audience isn't covered by DETE social media accounts
- refer all non-school and non-TAFE requests for a new or established social media presence or site to Executive Director, Corporate Communication and Marketing for advice.

Executive Director, Corporate Communication and Marketing:

- provides advice to senior executives and other departmental staff on requests for non-school and non-TAFE social media presences or sites
- ensures that the content for the proposed account is not relevant, or more suitable for the DETE social media accounts
- ensures the intended audience for the account is not already reached by DETE social media accounts
- provides advice to Principals, P&C and school staff on policy restrictions.

Director-General:

- considers requests for a new or established non-school or non-TAFE social media presence or site and authorise if appropriate.

Minister for Education, Training and Employment:

- considers requests for a new or established non-school or non-TAFE social media presence or site and authorise if appropriate.

Online Resources

Forms

- [Schools TAFE social media establishment](#)
- [Departmental social media establishment](#)

Supporting documents

- [Use of Social Media for departmental promotion guidelines](#)
- [Department of Education, Training and Employment Acceptable Use Guidelines](#)
- [QGFA policy: Official Use of social media](#)

Review Date

9/06/2014



Definitions

Authority

- [QGEA Official use of social media policy](#)
- [Public Sector Ethics Act 1994 \(Qld\)](#)
- [Right to Information Act 2009 \(Qld\)](#)
- [Copyright Act 1968 \(Cth\)](#)
- [Information Privacy Act 2009 \(Qld\)](#)

Related Policy Instruments

- [Department of Education Code of Conduct](#)
- [Intellectual Property](#)
- [Using the Department's Corporate ICT Network](#)
- [Complaints Management – State Schools](#)
- [Consent to use Copyright Material, Image, Recording or Name](#)
- [Providing Access to Departmental Information](#)
- [Managing the Department's Records](#)
- [Advertising and Sponsorship](#)
- [Student Protection](#)
- [Allegations against employees in the area of student protection](#)

Attachments

- [Departmental Social Media Establishment Checklist](#)
- [Schools and TAFEs Social Media Establishment Checklist](#)
- [Acceptable Use Guidelines](#)
- [Social Media Guidelines and Definitions](#)

Contact

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