

Agency ICT Reference Group

Government 2.0 Issues Paper

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I Executive summary

There are a number of definitions of Government 2.0, two are mentioned in this document, the first is a business definition and the second a more technical description:

1. Government 2.0 is the use of information technology to **socialise** and **commoditise** government services, processes and data and support open and transparent government.
2. Government 2.0 is the use by governments of Web 2.0 technologies, where Web 2.0 is the evolution of the web to deliver interconnected, collaborative and interactive web delivered content, including social media, user generated content and mashups.

The first definition shows potentially direct support of Objectives 2 and 3 of the Draft Tasmanian Government ICT Strategy, namely-

- Improved and transformed service delivery, that is more client centric and more integrated across government, through ICT
- Better access to information for the community, business and public sector employees

The first definition also supports the view that if the trend of more open and transparent government is going to continue then Government 2.0 enabled service delivery, will be by definition, inevitable. It also follows that many of the issues and risks associated with providing more open and transparent government directly apply to Government 2.0 services.

Benefits of implementing Government 2.0 are best measured in the context of broader policy changes regarding open and transparent government and improved service delivery. Including this context, benefits could include:

- Ability to reduce costs and improve outcomes when implementing open and transparent related policy initiatives (including *Right to Information Act 2009*)
- Improved ability to manage potentially damaging misinformation being disseminated throughout the community and media
- Improved ability to engage with some stakeholders/clients
- Ability to limit impact on other channels, including ICT infrastructure and call centres, during peak demand periods by diverting load to other services or channels
- Potential to remove geographical constraints from public consultation processes

The analysis of issues and risks associated with Government 2.0 indicates existing policies support the introduction of all forms of Government 2.0 services. The *Right to Information Act*, in particular, actively encourages those aspects of Government 2.0 centred on release of information.

However, there are a number of issues that may hinder the adoption of Government 2.0 services. In brief these include:

- The need to increase knowledge and skills to enable cost effective and proactive-
 - Release of information and data sets in human and machine useable forms
 - Design and implementation of appropriate information management practices
 - Assessment and management of unforeseen risks and consequences

- Cultural resistance to Government 2.0 services
- The rapidly changing and evolving nature of Government 2.0 which compounds-
 - Inability to accurately identify and realise benefits
 - Lack of understanding, skills and knowledge of best practices
 - Risks of unintended consequences

The diversity of technology options and services and other options available highlight:

- The need to undertake research to find the most suitable technology platform(s) for the target audience at that point in time
- The risk that the selected services may have a relatively short period of suitability for the target audience and/or business problem (the rise and fall of MySpace, and possible rise of Google+ are examples of this)
- The possibility that multiple technology options and/or services may need to be deployed

In many ways, the journey to implement Government 2.0 services is similar to agencies' experience with the introduction of services utilising the web and email. These changes had a degree of uncertainty as the benefits were not always understood, cultural changes were required, and the supporting technologies were maturing and changing.

The major findings are that there are no policy impediments to the use of Government 2.0 technologies. However, further work is recommended, via a community of practice, to understand the business benefits, risks, costs, etc of using these technologies and to develop cultures to optimise the benefits.

The recommended next steps are:

1. Agencies gain an understanding of Government 2.0 concepts and services and how they can be applied by their agency, with the initial focus to include release of government data.
2. A Government 2.0 community of practice be established, and maintained for approximately two to three years, to build understanding, knowledge, capacity and culture across government on:
 - a) The benefits and risks of the use of social media by staff and agencies
 - b) Techniques, risks and benefits of proactive release of information and data sets
 - c) Information management, including copyright, issues and techniques
 - d) Knowledge and understanding of when a particular service or technology is appropriate

2 Background

In June 2010, Andrea Di Maio from Gartner hosted a number of forums on Government 2.0 with Tasmanian Government stakeholders that raised many issues. His key recommendations were:

- Keep asking yourself “What’s in it for my agency?”
 - Clearly distinguish institutional and employee presence, and focus on the latter as the main avenue for creating public value.
 - Use internal or externally-facing social media only where their purpose and compelling value proposition for citizens and employees is clear.
- Make it happen on “their” turf
 - Be prepared to be a guest as well as a host of participation and collaboration.
 - Establish the common purpose for citizens and the agency to participate on your turf.
- Let go
 - Focus less on technology and more on purpose: leverage consumer as well as open source tools
 - Assume that employees will use social networks and blur their personal and professional boundaries: leverage rather than fight such blurring
 - Enforce existing policies and codes of conduct, and strengthen points that are specific to social media

At its 13 December 2010 meeting, the Agency ICT Reference Group had a brief discussion on emerging issues relating to Government 2.0.

It was noted by Members that a number of agencies were already proactively releasing more information, establishing discussion forums, and engaging in social media. The Commonwealth Government is active in the space.

Some of the emerging issues include:

- Business opportunities versus risks around the adoption/use of social media
- The need for policies and best practice guidelines for staff utilising social media
- Technology options and issues
- Policy and other ownership issues at the whole-of-government level.

A working group (see A5 Consultation) with representation from the Departments of Education, Economic Development Tourism and the Arts, Health and Human Services, Premier and Cabinet, Primary Industries, Parks and the Environment developed this paper which investigates Government 2.0 issues.

Following commencement of this paper, the ICT Policy Board began development of the Tasmanian Government ICT Strategy. Government 2.0 concepts are recognised as key enablers of elements of the draft strategy.

3 Definition

As a defined concept, Government 2.0 and Web 2.0 emerged around 2004. However, many of the concepts are much older.

There are numerous definitions of Government 2.0, two consistent definitions are given below. The first is a business definition, and the second a more technical description:

- Government 2.0 is the use of information technology to **socialise** and **commoditise** government services, processes and data and support open and transparent government.
- Government 2.0 is the use by governments of Web 2.0 technologies, where Web 2.0 is the evolution of the web to deliver interconnected, collaborative and interactive web delivered content, including social media, user generated content and mashups.

Examples of Web 2.0 and Government 2.0 based concepts and services include:

Social networking websites	MySpace, Facebook, Google+ – flexible sites allowing social interaction between participants
Blogs and micro-blogs	Twitter, Google+ – commentary or diary site.
Wikis	Wikipedia – structured information site which allows collaborative editing of content by all users of the site.
Open release of data	data.australia.gov.au, www.abs.gov.au, www.data.gov, flickr.com, youtube.com – allow searching and publication of content for potential re-use
Mashups	Google news – combine content from several sources

In a general sense, examples of governmental activities undertaken in these broad categorisations of web 2.0 include

Creating collaboration forums	Office of Children and Youth Affairs' Linkzone chat forum (www.linkzone.tas.gov.au/chat)
Participating in collaborative forums	Participating in Facebook or other chat forum in an official capacity
Releasing information	data.australia.gov.au – catalogue of government data sets released
Crowd sourcing	Inviting open input of ideas and possible solutions to a problem or to collect information, such as DPIPW's Natural Values Atlas (www.naturalvaluesatlas.tas.gov.au) which allows for registered users to view, record and analyse location data on Tasmanian flora and fauna.
Mashup of data sets	Combining ABS and state government spatial data to assist in locating new government services
Building communities of interest and/or relationships with specific stakeholders/clients	Queensland Police Service http://www.facebook.com/QueenslandPolice (as part of a broader media strategy)

Depending on the business need and the nature of the interaction, there are different risk and benefit profiles relating to use of social media compared to exposure or incorporation of information, data and services via Web 2.0.

4 Business uses, benefits & costs

The business uses of Government 2.0 technologies are emerging and evolving. Below is a summary of some common uses, including benefits and issues.

(Many of the categories are becoming blurred and merging together. All business uses of Government 2.0 involve communication activities. In this section, communication is taken to mean discussions and exchange of subject specific information.)

Examples include:

- Establishment of pages on social networking sites to initiate a conversation on a subject
- Participation in social network sites to engage with stakeholders
- Establishment of in-house social network sites to facilitate discussion forums and conversations
- Online forums for consultation and feedback, eg on draft legislative management plans
- Online polls
- The inclusion of a feedback/comments service as a component of all online services

Issues to consider in determining if Government 2.0 technologies are appropriate communication tools for a particular function include:

- Stakeholder analysis – influence and proportion of the target stakeholders who would:
 - engage through such an approach
 - not engage through such an approach
 - prefer to engage through such an approach
- Resources required to:
 - establish the service
 - operate/run/moderate the service
 - maintain other forms of communication to meet the business need
- Risks
 - How will adverse or inappropriate comments be perceived by the organisation and by the audience, or will they be allowed at all?
 - Will using this channel achieve the intended business goal?

Government 2.0 technologies support the introduction of additional communication channels, such as SMS, Twitter and Facebook.

The growth in use of smartphones has broadened the range of tools available for instant “push” type communications. Some of these tools, such as Twitter and Facebook allow for a dialogue as well as a one-way communication model.

In mid 2010, the Queensland Police Service began trialling their social media strategy utilising, in addition to their traditional approaches, Facebook and Twitter as communication channels. The trial, including experiences of floods and cyclones, provided a number of benefits including:

- Direct and faster communication with a broader range of the community

- Improved ability to manage potentially damaging misinformation being disseminated throughout the community and media
- In times of heavy demand, spread the load from government infrastructure to Facebook and other cloud-based services.

Government 2.0 consultation includes communication activities described above, and also includes more detailed consultation. Examples include the publication, often in using a wiki, of a draft document and seeking comments and input.

The communication, stakeholder and resource issues apply to consultation exercises.

Collaboration environments have the ability to manage some of the risks by the use of moderation and/or establishment of closed environments. Where a moderated approach is adopted, the risks must be identified (eg inappropriate content, off topic etc), with the resulting practice published and managed (eg by providing clear explanations as to why and how the collaboration will be moderated), without stifling the collaboration completely.

Crowd sourcing is going beyond consultation and collaboration to allow for broader input of ideas to a problem. In many ways, crowd sourcing utilises the power of the Internet to build on long standing, but often little used approaches such as the use of design competitions and including requests for information as part of policy development.

The Internet has made it cheaper and easier to utilise such processes, both for the organisations seeking wider input and for contributors.

A number of business models are emerging to facilitate crowd sourcing, including:

- Open source software development model
- Wikipedia.com
- Internet standards development, using “request for comments”, or RFC, model by the Internet Engineering Task Force to develop the internet standards
- DPIPWE’s Natural Values Atlas (www.naturalvaluesatlas.tas.gov.au) which allows registered users to view, record and analyse location data on Tasmanian flora and fauna.
- Challenge.gov, US government initiative that allows the public to submit solutions to problems posted by Government.
- Kaggle Pty Ltd, Australian based data-prediction/machine-learning competition hosting company¹ that has hosted competitions with varying prizes to develop models for a range of topics including:
 - Predicting travel times on Sydney freeways for NSW Road Traffic Authority (USD 10 000 prize)
 - Predictive algorithm that can identify patients who are at risk for hospital admissions for California based health care providers (pool of \$3million in prizes)
 - Tourism forecasting (journal paper and USD \$500 prize)
- Assisting in identifying and classifying historical images or museum artefacts

¹ Kaggle (www.kaggle.com) have hosted competitions with prizes varying from kudos to thousands of dollars, to develop models for a range of topics including, and a.

Mashups are the collation and presentation of information from multiple sources. There are risks and costs associated with mashups that use “static” information sets. These relate to the costs to update the mashup to more current information and the risks of assuming the mashup is based on up to date information.

Despite these limitations, Mashups can result in improved presentation of information. For example, in the United Kingdom the Department of Health released an interactive version of public health information, see <http://www.apho.org.uk/addons/105057/atlas.html?HPT=R&config=>. The Guardian newspaper combined the base data with Google Maps to produce a simpler presentation of the same information (<http://www.guardian.co.uk/news/datablog/interactive/2011/jun/28/health-map-england>).

Real estate sites were early examples where various property information was combined.

More recent government examples include its use, in conjunction with crowd sourcing, for emergency management utilising collaborative services and services such as SMS, to gather information in emergencies, such as:

- Information requirements to assist in damage assessment and response planning as part of the 2010 Haiti earthquake²
- In the 2011 Queensland floods, the use of tools such as SMS, email and Twitter to collect information and its collation for mapping via Google maps by the ABC³.
- Tasmanian Kids Come First project which, as a back office process, integrates and analyses a range of data sets relating to guide the provision of government support services for children
- Competitions to demonstrate potential uses of mashups, examples include libraryhack.org sponsored by Australian and New Zealand public libraries and the Australian Government’s Government 2.0 Taskforce’s MashupAustralia competition.

Information can be released over the web in a variety of ways such as:

1. Reports or lists published on a web site, such as myhospitals.gov.au or myschool.edu.au
2. As structured data that can be manipulated, such as the publication in spreadsheet form by the Australian Bureau of Statistics
3. Continuous data feed, such as weather observations of the US National Oceanic and Atmospheric Administration (www.noaa.gov)
4. Integrated with spatial data, such as the UK Office of Communications (Ofcom) broadband statistics maps (<http://maps.ofcom.org.uk/broadband/>)

Benefits of implementing Government 2.0 are best measured in the context of broader policy changes regarding open and transparent government and improved service delivery. Including this context, potential benefits include:

2 The *Disaster Relief 2.0: The Future of Information Sharing in Humanitarian Emergencies* report cited the collection of information via SMS, satellite and other methods and its collation via Web 2.0 technologies and by volunteers around the world.

3 <http://queenslandfloods.crowdmap.com/>

- Ability to reduced costs and improve outcomes when implementing open and transparent related policy initiatives such as the *Right to Information Act 2009*
- Improved ability to manage potentially damaging misinformation being disseminated throughout the community and media
- Improved ability to engage with some stakeholders/clients
- Ability to limit impact on other channels, including ICT infrastructure and call centres, during peak demand periods by diverting load to other services or channels
- Potential to remove geographical constraints from public consultation processes

It is not possible to provide specific guidance on capital and recurrent costs of Government 2.0 initiatives as:

- Initiatives could use or require, one or combinations of-
 - “Free” infrastructure such as Facebook
 - Extensions of existing systems and processes
 - Purpose built infrastructure
- May involve the implementation of new or one-off business processes that require quantifiable staff resources, or may be embedded into existing processes.

5 Issues & risks

The following is a summary of major issues and risks of Government 2.0. For each, there is a brief summary of the context, current policy situation, major issues and risks and conclusion.

The issues discussed include:

Activity	Related governance/policies	Issues
Staff participation in forums and social media	<ul style="list-style-type: none"> • State Service Act 2000 • Tasmanian Government Communications Policy • Personal Information Protection, Public Interest Disclosures & Integrity Commission Act 	<ul style="list-style-type: none"> • Employee, professional vs private individual • Understanding of who has access • Risk of unintended consequences • Expectations and culture
Release of information, open government	<ul style="list-style-type: none"> • Right to Information Act 2009 • Treasurer’s instructions • Libraries Act 1984 	<ul style="list-style-type: none"> • Costs & processes • Risk of unintended consequences • Culture, demand and value
Information management and recordkeeping	<ul style="list-style-type: none"> • Archives Act 1983 • Libraries Act 1984 • Copyright 	<ul style="list-style-type: none"> • Lack of automatic recordkeeping and archiving on social media site • Practices will vary for each site

5.1 Staff participation in forums and social media

5.1.1 Context

From its introduction, the Internet has been a forum for broad discussion. These concepts have been extended by services such as Twitter and Facebook.

A wide range of the community participates in social media, for leisure, as part of their work, and as part of their professional interest and development.

The issues presented to employers and employees using these new technologies are not new. Longstanding examples with similar issues include:

- “Letters to the Editor”
- Membership and participation in political processes
- Membership of professional organisations
- Reporting or disclosure of improper or misconduct
- Public consultation processes, including public meetings and discussions

The first three examples above highlight the balance between the employee keeping appropriate information confidential and the need to avoid conflict of interest, as detailed in the State Service Code of Conduct, and the individuals role as a private or professional citizen.

Key existing policies are summarised below, followed by a summary of issues pertinent to the online environment.

5.1.2 Policy summary

State Service Act 2000

Most government employees are employed under the *State Service Act 2000*. The major exception is Police Officers, who are employed under the *Police Service Act 2003*.

The State Service Principles and Code of Conduct (see A2 Service Principles and Code of Conduct below), and regulation 11 of the *State Service Regulations 2011* provide overarching policy on staff participation in forums and social media.

Under the Act the Minister and Commissioner may issue directives (to date two relate to staff participation in forums and social media):

Commissioner's Direction No. 2	Provides guidance on interpretation and application of the State Service Principles.
Ministerial Direction 10	Provides clarity in relation to the appropriate use of internet facilities.

Tasmanian Government Communications Policy

When engaging in forums and social media, agencies need to determine if the activity is communications or media activity, or a normal business function, and hence if staff participating must abide by Tasmanian Government Communications Policy.

In relation to staff participation on online forums and other forms of social media, the Communications Policy covers:

- Approvals, protocols and processes required for making public statements
- Approvals, protocols and processes required for making media announcements
- Policies, protocols and processes relevant to participation in events and exhibitions
- Policies, protocols and processes when entering into sponsorship or partnership arrangements

Personal Information Protection, Public Interest Disclosures & Integrity Commission Acts

The *Personal Information Protection Act 2004*, *Public Interest Disclosures Act 2002* and *Integrity Commission Act 2009* all put broad restrictions on the disclosure of certain information.

The *Personal Information Protection Act* provides that an information custodian must not disclose personal information.

The *Public Interest Disclosures Act* and the *Integrity Commission Act* both establish policy and supporting procedures relating to the reporting of improper conduct or misconduct by public bodies or their employees. Both Acts document processes for the reporting or disclosure of improper conduct or misconduct. These processes exclude the use of public forums or social media.

Other legislation places restrictions on the disclosure of specific information.

5.1.3 Issues

Broadly speaking, there are three, interrelated, classes of issues relating to staff participation in forums and social media. These issues are not unique to forums and social media. However, due to the emergent nature of the environment, the potential impact of the issues is still evolving. These are discussed below.

Employee, professional vs private individual

The distinction and separation of a person's role in a specific context is complex and requires a case by case judgment.

In traditional environments, despite the complexity of these distinctions there have emerged well established practices, which are in part documented in regulation 11 of the *State Service Regulations*. These practices are consistent with and build on State Service Code of Conduct, in particular the clauses relating to integrity, confidentiality, conflict of interest and use of government resources.

The online environment introduces its own complexities and options, including:

- Understanding of who has access (see below)
- Ability to have multiple identities, such as multiple email addresses, to distinguish and provide clarity on different roles, ie personal, professional and employee
- Not allowing different identities for separate roles by some social media services, including Facebook
- Need to manage risks associated with being misrepresented or impersonated by others

Added to this, is the growing blurring of work and private time aided by the introduction of technologies that support the ability for employees to work anywhere and at any time. Example technologies include smart phones, laptops, and broadband with VPN technologies that allow access to office IT services from any location, and the development of online services, such as banking, which enable staff to conduct many more private activities from the workplace.

Just like the physical world, organisations need to have clear processes, including responsibilities and delegations, to provide clarity on what issues, plus how and when a staff member may interact with the public. These processes need to recognise the distinction between various activities ranging from communication to service delivery.

Understanding of who has access and the privacy rules of the provider

In an online environment it is possible to restrict who has access to information. However, with services such as Facebook, Flickr and Twitter, implementation of restrictions has complexities due to:

- Poor understanding of each service's rules and default privacy rules leading to unintended consequences (see Risk of unintended consequences below)
- The ability of the service provider to change the default position without the user's consent
- Technical flaws in the implementation by the service provider
- Ultimate control being in the hands of the service provider

An example of much of the above was the changes rolled out by Facebook from late 2009 to its privacy settings and options. The changes faced widespread user criticism due to their complexity and that many users did not understand the implications. The public backlash led to the implementation of simpler rules in May 2010.

The recently released trial by Google of Google+ uses a different approach to controlling access to information by users.

Risk of unintended consequences

The complexities of blurred roles, lack of understanding of how public information may be, and the long life of much of the information can lead to unintended consequences.

One recent example are two November 2010 rulings by the UK Press Complaints Commission (PCC), involving a civil servant whose material published on Twitter, with no access restrictions imposed by her, was used in newspaper articles⁴. This supports the view that material released without controls, is public. The essence of the complaint was that she believed her material was only available to “followers” whom she vetted; in fact the material was publicly available. The PCC ruled that each of her publications was publically available and media organisations did not breach her privacy by publishing the material.

Expectations and culture

Just like the broader community, staff expectations and willingness to use Government 2.0 services vary.

Optimum value of Government 2.0 services occur when there is an alignment between staff and community expectations and culture. There also needs to be an understanding of the level of diversity, especially where there might be a vocal minority in favour of or against the use of Government 2.0 services.

5.1.4 Conclusion

The problems arising from employees participating in social media are not all new, and so there are a range of existing policies that apply or provide a starting point.

However, it is appropriate to develop specific guidance on the use of social media because the environment is:

- New, unfamiliar, changing, and public
- Mixing communication and service delivery through a single technology
- Impacted by the ongoing blurring of personal, organisational and professional roles
- Outside the direct control of the organisation

The Australian Government has taken the initiative in this process, including the development of guidelines for staff by a number of agencies. Examples include the Department of Finance and Deregulation, Social Media 101: A beginner’s guide for Finance employees (see Attachment A4 below).

5.2 Release of information, open government

5.2.1 Introduction

Government 2.0 facilitates the concept of more open and transparent interactions with government, including the proactive release of information to the community (required with the Right to Information Act) and conversations with government using non-traditional methods for new purposes.

4 UK Press Complaints Commission November 2010 adjudication of complaints by Sarah Baskerville, www.pcc.org.uk.

Information released can be used for a number of purposes, including research and mashups (re-use with other datasets, government or non-government, and programs to produce new products and services).

For parts of government, this is not a new concept. For example, there are many public registers such as occupational registers or land use registers (eg the register of land titles or the mining register) available for public use. In some instances the relevant Act requires a fee to be charged to search the register. In the case of the *Mineral Resources Development Act 1995* published content is extended to include a wide variety of records beyond the register.

More recently specific purpose web sites have been established listing datasets that have been publicly released. Examples include data.australia.gov.au and www.data.gov.

Common issues for consideration are discussed below and include:

1. How to develop a culture of releasing information appropriately
2. Gauging the level of demand for information
3. Costs and risks of disclosure
4. Unintended consequences

5.2.2 Policy summary

Right to Information Act 2009

The Right to Information Act (RTI) gives members of the public the right to obtain information held by public authorities and Ministers, either in reaction to requests by the public, by other legislative requirements, or proactively via routine disclosures.

There are four types of information disclosure under the RTI Act:

- Required – e.g. annual reports
- Active – upon direct request
- Routine – disclosed on a regular basis
- Assessed – upon formal application

Web 2.0 technology could theoretically be used for each of these.

Where information is routinely disclosed agencies may refuse one-off requests (ie assessed disclosure) for that information⁵. However, it is unclear if routine disclosure includes information released via a service such as Facebook which requires registration of users.

Under the Act, the Ombudsman has released guidance on the Act. All public authorities are required to develop and implement information disclosure policies and procedures.

⁵ Sections 9 and 12, Right to Information Act 2009.

Agencies' information disclosure policies could be expanded to include advice on the disclosure of information via social media.

Treasurer's instructions

Treasurer's instructions 1401 and 1402 set the default position from 15 February 2007 that all government contracts shall be publicly available, and for large contracts, be automatically published.

Formal procedures are established to assess when it is appropriate to have confidential contracts or parts of contracts.

Libraries Act 1984

The *Libraries Act* requires the publisher of every book published in Tasmania to deposit a copy with the State Library. The Act's broad definition of a 'book' includes electronic publications.

STORS was established by the State Library as the repository of electronic publications, while Our Digital Island provides access to preserved websites.

The LINC Tasmania through its library service provides search and related services for government publications and websites including www.tas.gov.au, www.service.tas.gov.au and www.linc.tas.gov.au.

5.2.3 Issues

The Tasmanian Government has the broad policy elements in place to support the Government 2.0 concept of the release of information.

The issues, summarised below, may limit the regular release of data sets by agencies.

Costs & processes

There is a cost to government of regularly releasing data sets and maintaining the quality of the information. One-off releases, while they may be well received, create an expectation of further releases.

Best practice release programs

- Carefully assess which information will be released,
- Establish appropriate timeframes for release of updates
- Build business processes and systems which automatically release the information

Examples include:

- Tasmanian government agencies' new RTI routine disclosure processes and policies
- Department of Education's automated process for updating its information in the Government Directory Service (GDS)

- Mineral Resources Tasmania's automated release of records submitted by licensees and lessees under the *Mineral Resources Development Act 1995*.

Regular, or on-line, release of information has the potential to create opportunities for businesses. These opportunities have the potential to increase agency costs to release the information at an appropriate quality.

Services such as Facebook and Twitter are emerging as additional ways of releasing information. These approaches can have benefits such as aligning the approach to the target audience and moving the load to other channels, such as agency web sites. However, these benefits need to be balanced against equity and accessibility of access, especially if other channels are 'closed'.

Risk of unintended consequences

The release of information including data sets is often justified by a 'major social benefit' (undefined) but can allow external parties to use the information in ways unforeseen by the information holder. This may give rise to unintended and negative consequences, often through selective, out of context, quoting of information, and/or inappropriate linking of different information through a "Mashup".

Schedule 2 of the *Right to Information Act* lists this issue as largely irrelevant to an agency's assessment of whether particular information should be made available.

The move to use social media as a channel for information release will create additional complexities in relation to meeting the organisation's record keeping obligations. With regard to RTI, when an application for assessed disclosure is received, a public authority must search its records (including record management systems, shared drives, hard files, emails, notes etc) for the information and then assess it for release. Any future use of Web 2.0 technology for agency purposes would require that source also to be 'searchable' for information upon request as well.

Appropriate copyright licences can assist in mitigating these risks. The Australian Bureau of Statistics approach, through their education services, is to increase statistical literacy in the school sector and the broader community⁶.

Culture, demand and value

Traditionally there has been:

- A culture of limiting public access to information or data sets that are routinely released
- A lack of perceived demand or broader community value in the data sets by government
- A lack of awareness by the community of what information the government may hold
- A lack of entrepreneurship by government in assessing which data sets may be of value to the community

6 <http://abs.gov.au/websitedbs/CaSHome.nsf/Home/About+Education+Services.es>

In many ways, this has resulted in a circular problem, government may justify the costs of regular release of data sets or information if there is a value in that information by the broader community. However, the community and businesses lack awareness of what is available and so may not be able to assess if the government has information of value to them.

The *Right to Information Act* has sought to address the culture of limiting public access to information or data sets. Government 2.0 needs to find a balance between the proactive disclosure of information as encouraged under the RTI Act and the need to ensure that management of information remains in line with the requirements of all the legislation governing the public disclosure of personal and agency information.

Openness of the information

Information can be released in a variety of forms. To allow external parties to obtain best value from the information it needs to be in forms that are easy to find, use and re-use. Published PDF images are forms are the least useable, published PDF data sets also have minimal value to large-scale users. To be open, data should be:

- Easily found through search engines (meta-tagged)
- Available in human readable and searchable formats (which may include PDF)
- Available in machine readable formats (CSV, XML, APIs not PDF)
- Accessible by third party tools/applications (interoperable)
- Allow others to use and re-use for non-commercial and commercial use (e.g Creative Commons Licences)

Applying the principle of 'Open Data' not only increases transparency and accountability, it promotes greater efficiency and effectiveness in the delivery of public services by allowing users to easily consume and interpret data.⁷

However, this may require the information to be published in multiple formats, which can have cost implications. Examples of organisations that do this are the Australian Bureau of Statistics and the Bureau of Meteorology.

5.2.4 Conclusion

The Tasmanian Government has the broad policies, primarily owned by the Department of Justice, in place to support the Government 2.0 concepts of more open and transparent government, including the proactive release of information to the non-government sector in a way and form that the information can be used in a variety of ways.

Further work may be required to:

- Increase awareness of techniques to cost effectively and proactively release information and data sets in human and machine useable forms and techniques to assess and manage unforeseen risks and consequences

⁷ <http://www.ihub.co.ke/blog/2011/07/promoting-transparency-through-open-data/>

- Assess how to determine which information and data sets would be valued by the broader community, and so warrant proactive release
- Education and awareness of copyright issues

5.3 Information management and recordkeeping

5.3.1 Introduction

The fundamental policy instruments driving information management and recordkeeping practices are the *Archives Act 1983* and the *Libraries Act 1984*. Management of intellectual property forms the other core element to information management practices for Government 2.0

However, implementing cost effective information management solutions and processes to meet business requirements and manage business risks are complex.

5.3.2 Policy

Archives Act 1983

The Archives Act is the primary policy instrument on information management and recordkeeping requirements of Government 2.0. Fundamentally, the Act requires Tasmanian Government organisations to keep and maintain business records in ways approved by the State Archivist.

State Records Guideline No. 1 Making Proper Records, which is issued by the State Archivist under the Act, states

“A relevant authority must ensure that records are made that document or facilitate the transaction of a business activity of the agency for which the relevant authority has responsibility.

The records can be automatically generated by a business system or deliberately made by a person who was involved in the transaction. A decision on what records need to be created to support particular business processes and activities is a risk based decision. If the record was not an automatic or direct by-product of business, the record should be made as soon as practicable after the event.

Examples of business activities where records may need to be made deliberately are:

- inwards and outwards communication, whether hard copy, electronic, or notes of a telephone conversation
- minutes of meetings and other consultations and deliberations
- oral decisions and commitments
- the exercise of discretionary judgement
- contractual arrangements and agreements
- development and drafting of policy documentation

The agency should have business rules and procedures in place to ensure that requirements to make records are documented, that systems are in place to facilitate this, and that staff are aware of their responsibilities in this area.”⁸

State Records Guideline No. 15 Recordkeeping Strategies for Websites and Web pages builds on this and provides web specific strategies.

The Archives Act is technology neutral, and the underlying principles agencies apply to record keeping at public meetings and forums apply to the online environment.

Where an agency elects to use collaborative workspaces, they need to ensure that appropriate records are maintained. With external services, such as Facebook, this may require the agency to implement manual processes to capture appropriate records. If manual recordkeeping processes are adopted, appropriate procedures need to be developed and implemented.

The business model built into the Archives Act is largely premised on a single agency based model for records management. This model may not be the appropriate model for collaborative arrangements between agencies where agencies work together.

Libraries Act 1984

The *Libraries Act* requires the publisher of every book published in Tasmania to deliver a copy with the State Library. The Act’s broad definition of a ‘book’ includes electronic publications.

STORS was established by the State Library as a repository for electronic publications. The State Archivist, under *Disposal Schedule for Common Administrative Records DA No. 2157*, authorises the transfer of significant electronic publications to STORS which fulfils agency recordkeeping requirements.

Copyright

The Queensland Government has developed the Government Information Licence Framework (renamed Australian Governments Open Access and Licensing Framework or AusGoal) which provides a copyright licence model that supports and assists in managing the costs and risks of releasing data sets and information.

This is achieved by using a limited set of interoperable licences that can be used in particular situations. The core of AusGoal is the use of Creative Commons licences, with the use of alternate restricted licences where warranted.

The AusGoal model was assessed by the Tasmanian Government’s then Inter Agency Steering Committee in 2009 and subsequently endorsed as a model that could be used by all agencies.

The Creative Commons license is a model that allows for the alignment of policies of proactive release of information and assists in managing risks of potential misuse of the information to the copyright licence holder.

⁸ State Archivist, *State Records Guideline No 1 Making Proper Records*, July 2005, www.archives.tas.gov.au

Where collaborative development, or crowd sourcing, is used⁹ participants should be provided with a clear IP policy prior to participation. The approach taken will vary, depending on the circumstances. The intended use, and associated copyright licensing model, of the resultant products will influence the IP policy.

5.3.3 Issues

Past experience with introduction of desktop computers and more recently the use of the web, suggests that:

- Information management, recordkeeping and intellectual property practices lag behind the introduction of the technology¹⁰
- Minimising manual processes, by embedding information management and recordkeeping processes into the system results in the best outcome
- Intellectual property policies should be integral to the process
- Where multiple services are used, agencies need to have appropriate practices to manage and coordinate multiple records and to amend any incorrect information

However, this may not be possible when using external sites such as Facebook. Similarly, a lack of clarity exists as to whose responsibility it is to correct misinformation presented online.

5.3.4 Conclusion

The existing recordkeeping policies apply to Government 2.0. However, investment is warranted in:

- Re-enforcing to staff making decision on the use of Government 2.0 services and the implementation of these services in the need to design and implement appropriate recordkeeping practices from the start
- Encouraging research and implementation of automated recordkeeping processes
- Re-enforcing to staff utilising Government 2.0 services of the need to maintain appropriate records
- Ensuring staff involved in Government 2.0 activities are aware of associated intellectual property issues

5.4 Summary of issues & risks

The existing policies support the introduction of all forms of Government 2.0 services, and *Right to Information Act* actively encourages those aspects of Government 2.0 centred on release of information.

9 Collaborative development and crowd sourcing are approaches to allow external input. These approaches have been used for a range of purposes including policy development, development of specifications and development of models.

10 The term "archiving" has not been mentioned as it has a different, and potentially conflicting, meanings for IT and recordkeeping staff.

However, there are a number of issues that impact on the adoption of Government 2.0 services, in brief these include:

- The need to increase knowledge and skills to enable cost effective and proactive-
 - Release of information and data sets in human and machine useable forms
 - Design and implementation of appropriate information management practices
 - Assessment and management of unforeseen risks and consequences
- Cultural resistance to Government 2.0 services
- The changing and evolving nature of Government 2.0 which compounds:
 - Inability to accurately identify and realise benefits
 - Lack of understanding, skills and knowledge of good practices
 - Risks of unintended consequences

6 Technology discussion

The following is a commentary of some external sourced technology options for Government 2.0 services.

Service	Problem area	Comment
SMS	Micro-messaging	Micro-messaging service normally associated with mobile phones, technically is also available on fixed lines and VOIP services.
	Crowd sourcing of information	
	Pushing information to all devices in a locality ie broadcast	Not as glamorous as Twitter, but more ubiquitous and accessible.
Twitter		At a cost can be used as a local broadcast service.
	Micro-messaging and micro-blogging service.	Will grow in popularity due to the spread of smartphones, lower cost than SMS, but requires self selection.
	Crowd sourcing of information	
GovDex	Pushing information to people interested in the subject	
	Australian governments collaboration space	Collaboration service managed by the Commonwealth to facilitate collaboration by government organisations. Users are authenticated.
GovShare		Technology platform is confluence
	Australian governments sharing of ICT artefacts	Service being developed by the Commonwealth, to work in conjunction with GovDex, to facilitate the sharing of ICT artefacts such as software components, XML schema and data models.
		Users are authenticated using their GovDex credentials.

Service	Problem area	Comment
Facebook	Public facing social networking and collaboration space	High profile service. Has a closed garden/technology model. Through partnership with Microsoft/Skype, is incorporating voice and video capability.
Myspace	Public facing social networking and collaboration space	Pre-dated Facebook and initially very popular service, but has been in decline for a number of years.
Google+	Public facing social networking, collaboration and micro-messaging/blogging service	Recently launched for public trials (July 2011) Google service that competes with Facebook and Twitter. Includes voice and video conferencing capability, and has an open technology model.
Google products	Range of free and paid services, strong offerings in spatial advertising and mash-ups	Constantly changing product range, current offerings include: <ul style="list-style-type: none"> • Google places – placement of business locations and information on Google maps • Google earth and maps – range of consumer (free) and business (paid) spatial tools, includes ability to combine information from a variety of sources. • Google+, a direct competitor to Facebook.
Ning	Closed social networking and collaboration space	Social networking and collaboration service provider, provides for a fee closed, ie authenticated, collaboration and social networking sites.

The diversity of technology options and services and other options available highlight:

- The need to undertake research to find the most suitable technology platform(s) for the target audience at that point in time
- The risk that the selected service may have a relatively short periods of suitability for the target audience and/or business problem (the rise and fall of MySpace, and possible rise of Google+ are examples of this)
- The possibility that multiple technology options and/or services may need to be deployed

Attachments

A1. References

Harvard Humanitarian Initiative, *Disaster Relief 2.0: The Future of Information Sharing in Humanitarian Emergencies*, UN Foundation & Vodafone Foundation Technology Partnership, 2011, <http://www.unfoundation.org/global-issues/technology/disaster-report.html>

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Queensland Government, 2010, *Official use of social media guideline*, 2010, <http://www.qgcio.qld.gov.au/qgcio/architectureandstandards/qgea2.0/Pages/Business.aspx>

Queensland Government, 2010, *Online community engagement guideline*, 2010, <http://www.qgcio.qld.gov.au/qgcio/architectureandstandards/qgea2.0/Pages/Business.aspx>

Queensland Government, 2010, *Online community engagement policy*, 2010, <http://www.qgcio.qld.gov.au/qgcio/architectureandstandards/qgea2.0/Pages/Business.aspx>

Queensland State Archives, 2010, *Recordkeeping and Web 2.0 Survey Report*, 2010, www.archives.qld.gov.au

A2. Service Principles and Code of Conduct

The State Service Principles are in section 7 of the *State Service Act 2000*:

The State Service Principles are as follows:

- e) the State Service is apolitical, performing its functions in an impartial, ethical and professional manner;
- f) the State Service is a public service in which employment decisions are based on merit;
- g) the State Service provides a workplace that is free from discrimination and recognises and utilises the diversity of the community it serves;
- h) the State Service is accountable for its actions and performance, within the framework of Ministerial responsibility, to the Government, the Parliament and the community;
- i) the State Service is responsive to the Government in providing honest, comprehensive, accurate and timely advice and in implementing the Government's policies and programs;
- j) the State Service delivers services fairly and impartially to the community;
- k) the State Service develops leadership of the highest quality;
- l) the State Service establishes workplace practices that encourage communication, consultation, cooperation and input from employees on matters that affect their work and workplace;
- m) the State Service provides a fair, flexible, safe and rewarding workplace;
- n) the State Service focuses on managing its performance and achieving results;

- o) the State Service promotes equity in employment;
- p) the State Service provides a reasonable opportunity to members of the community to apply for State Service employment;
- q) the State Service provides a fair system of review of decisions taken in respect of employees.

The State Service Code of Conduct is in section 9 of the Act:

- 5. An employee must behave honestly and with integrity in the course of State Service employment.
- 6. An employee must act with care and diligence in the course of State Service employment.
- 7. An employee, when acting in the course of State Service employment, must treat everyone with respect and without harassment, victimisation or discrimination.
- 8. An employee, when acting in the course of State Service employment, must comply with all applicable Australian law.
- 9. For the purpose of [subsection \(4\)](#),

"Australian law" means –

- a) any Act (including this Act) or any instrument made under an Act; or
 - b) any law of the Commonwealth or a State or Territory, including any instrument made under such a law.
- 10. An employee must comply with any standing orders made under [section 34\(2\)](#) and with any lawful and reasonable direction given by a person having authority to give the direction.
 - 11. An employee must maintain appropriate confidentiality about dealings of, and information acquired by, the employee in the course of that employee's State Service employment.
 - 12. An employee must disclose, and take reasonable steps to avoid, any conflict of interest in connection with the employee's State Service employment.
 - 13. An employee must use Tasmanian Government resources in a proper manner.
 - 14. An employee must not knowingly provide false or misleading information in connection with the employee's State Service employment.
 - 15. An employee must not make improper use of –
 - a) information gained in the course of his or her employment; or
 - b) the employee's duties, status, power or authority –

in order to gain, or seek to gain, a gift, benefit or advantage for the employee or for any other person.
 - 16. An employee who receives a gift in the course of his or her employment or in relation to his or her employment must declare that gift as prescribed by the regulations.
 - 17. An employee, when acting in the course of State Service employment, must behave in a way that upholds the State Service Principles.
 - 18. An employee must at all times behave in a way that does not adversely affect the integrity and good reputation of the State Service.
 - 19. An employee must comply with any other conduct requirement that is prescribed by the regulations.

20. For the purposes of this section, a reference to an employee includes a reference to an officer and a reference to State Service employment includes a reference to an appointment as an officer and an arrangement made under [section 46\(1\)\(a\)](#).

A3. DPAC's Social Media Communications Policy

Intent

The purpose of this policy is to provide the Department of Premier and Cabinet (DPAC) with policy and procedures governing the business use of social media on both Tasmanian Government and non-Tasmanian Government websites.

Alignment to DPAC Values

This policy is aligned with the following Departmental values:

- Professional – aiming for excellence, acting with integrity and impartiality
- Accountable – achievement-focused, open to questioning and taking responsibility for our actions
- Supportive – fostering open communication and mutual respect, providing a family friendly and flexible workplace
- Collaborative – respecting and valuing expertise, working in partnerships
- Forward looking – anticipating and planning to respond to future needs
- Connected to community – seeking to understand and engage with the community.

Scope

This policy applies to all staff of the Department and Premier and Cabinet. It does not apply to Ministerial and Parliamentary staff, who are subject to a separate policy. Departmental use of social media tools is subject to the conditions outlined by the [Tasmanian Government Communications Policy](#).

Objective

The objective of this policy is to ensure that staff undertake suitable planning prior to engaging in social media and that all activity is managed appropriately to ensure a positive outcome is achieved.

The decision to use social media as part of a project's communications strategy will be assessed on a case-by-case basis by the Communications and Marketing Unit and the relevant Business Unit, depending on the communication needs of each individual project.

Definitions

Social media

Social media encompasses various online tools that enable users of a website to contribute content and share information and resources. This allows for two-way communication between the owners of content and their audience, in contrast to static webpages of information, which are largely a one-way method of communication. Social media tools often make use of multimedia such as text, audio, video, images and podcasts.

Non-Tasmanian Government websites

In the context of this policy, 'non-Tasmanian Government websites' refers to external websites that will host information owned and managed by the Tasmanian Government. Examples in a social media context could include online forums, wiki sites such as Wikipedia, social networking sites such as Facebook or Twitter, or media-sharing websites such as YouTube or Flickr.

Websites and webpages

In the context of this policy, a website refers to the collection of pages that make up an entire site. A webpage refers to the individual page on which Tasmanian Government information might be published.

Hosting

Internet hosting is a service that allows individuals and organisations to make their own websites and webpages available on the web. In the context of this policy, hosting refers to the service provided by the organisation running a website on which Tasmanian Government information is published.

Moderation

Moderation refers to the process of managing comments and interaction on a website which allows for user-contributed content.

Policy

Employees must comply with the *Social Media Communications Policy* regarding the use of non-Tasmanian Government websites for hosting Departmental content; and using social media in the course of their employment.

Creating a page on a non-Tasmanian Government website

Approval to create a webpage on a non-Tasmanian Government website requires approval from the Business Unit Manager, in consultation with the Manager Strategic Communications and Marketing. Creation of the page must be done in consultation with the Communications and Marketing Unit.

Management of the site

The Business Unit is responsible for ongoing management of the page, including updating content, moderating and monitoring activity on the site. Before a page is created, internal guidelines outlining how the Business Unit will manage the page must be in place. These guidelines must include a brief risk management strategy, and address how comments and questions will be responded to, who will comment on behalf of the Department, any relevant approval processes for comments and updates, and how frequently the page is to be monitored. These guidelines must be approved by the Business Unit Manager in consultation with the Communications and Marketing Unit.

Any login details such as usernames and passwords for Departmental accounts relating to the development of new pages or sites must be provided to the Business Unit Manager and the Communications and Marketing Unit.

All pages created by the Business Unit must be kept up-to-date. Information and content should be frequently contributed by the Business Unit and comments must be monitored and responded to (if necessary) in a timely manner. Actual time periods will be determined according to the needs of each individual page. If there is no activity on the page for an extended period, the purpose of the page should be reconsidered, including whether the page should be taken down.

Posting content

As part of the ongoing management of the page, the Business Unit is responsible for posting content. Any content, including pictures, videos and written content, posted on a DPAC page, or a page owned by a third-party, must comply with the [Tasmanian Government Communications Policy](#). It must be of an equivalent standard to information provided on Tasmanian Government websites, or by other means.

Suitable permission must be obtained to publish content sourced from outside the Department. Ensure the permission of subjects is gained when publishing photographs or videos (see [Acknowledgement of Use Image \(Adult and Minor\) Form](#)). Privacy rights and copyright ownership must be respected in compliance with the *Personal Information Protection Act 2004* and the *Copyright Act 1968*.

Moderation

The purpose of communicating with the public through a social media site is to engage and respond. Clear moderation expectations must be published on the page for members of the public, when inviting comments and input.

Every page must be regularly moderated and monitored by the Business Unit. As mentioned in *6.2 Management of the site*, internal guidelines outlining how the Business Unit will respond to comments and questions, who will manage the page, who will comment on behalf of the Department and how frequently the page is to be monitored, must be in place before the page goes live. These guidelines must be approved by the Business Unit Manager in consultation with the Communications and Marketing Unit.

Removing comments from a webpage is a last resort, if the moderation guidelines and expectations have clearly been breached. If a comment or other piece of contributed content must be removed, ensure the author is informed of when and why content has been removed. The Communications and Marketing Unit can assist in the decision to remove comments.

Representing the Department

Any posts or comments made by the Business Unit must take into account the *State Service Act* and *Ministerial Direction No 10 (2003)* (internet and email use by State Service officers and employees).

When posting information and responding to comments:

- the Business Unit may engage in discussion around its specific business area
- any comment about policy or information of which the Business Unit respondent is unsure, the Business Unit Manager or Communications and Marketing Unit are to be consulted before responding
- any political question or comment is to be referred to the relevant minister's office.

Where possible, content and comments should be posted using generic identities or accounts which are clearly named after the business unit, program or event which the page or site relates to. If this is not possible (due to a host's terms of service, for example), personal accounts may be used instead. When posting content or comments using personal accounts, staff must clearly identify themselves as being associated with the page or site in each post. This applies to comments on a Tasmanian Government-owned page and representing the Department on external pages.

If a personal account is used to post content to a site, staff should be aware that both their personal and work activities on the site might be viewed by members of the public, and staff may wish to consider appropriate privacy controls (if available) to try and separate those activities. See also the department's [Electronic Communication and Internet Usage Policy, 6.6.2 Internet Use](#).

Record-keeping

Appropriate record-keeping systems must be in place before the page goes live to capture government-sourced content and business transactions on the web page. This must be done in accordance with the *Archives Act 1983* and the *Libraries Act 1984*.

For assistance on record-keeping systems, please contact the [Records and Information Management Branch](#) or the Communications and Marketing Unit.

When the project to which the webpage relates to has finished, or if the page will no longer be maintained, the content should be removed and the webpage deleted. In doing so, content must be appropriately recorded or archived.

Accessibility

Where possible, information published on a webpage should be available in other formats to cater to members of the public who may have limited access to the Internet, particularly if the information is of high importance. Other formats can include printed material such as flyers or newspaper advertising, a contact telephone number, or locations such as Government offices or Service Tasmania shops.

When choosing an appropriate social media platform, consideration should be given to the accessibility of the site. Where possible, external websites that host Departmental content should meet Level A of the [W3C's Web Content Accessibility Guidelines 2.0](#). Content on external websites should be made available as HTML web pages in preference over PDF or Word documents. Where these formats must be used, the documents must be available in more than one format, or appropriate contact information should be present so the content can be requested in another format. The Communications and Marketing Unit can provide advice on how to ensure that information on external websites is as accessible as possible.

Related Documents and Policies

[Tasmanian Government Communications Policy](#)

[Ministerial Directive No10](#)

[DPAC Electronic Communications Policy \(Sept 2010\)](#)

A4. Department of Finance and Deregulation, Social Media 101: A beginner's guide for Finance employees

1. Before you get started

As well as Facebook and Twitter, the following guidelines also apply to participation by Finance employees in other online media which allow user participation and interaction.

Use of social media websites by public servants is governed by [the APS Values and Code of Conduct](#).¹¹ Finance employees are expected to maintain the same high standards of conduct and behaviour online as would be expected elsewhere.

This includes:

- being apolitical, impartial and professional
- behaving with respect and courtesy, and without harassment
- dealing appropriately with information, recognising that some information needs to remain confidential
- being sensitive to the diversity of the Australian public
- taking reasonable steps to avoid conflicts of interest

¹¹ APS Values and Code of Conduct in Practice: <http://www.apsc.gov.au/values/conductguidelines.htm>

- making proper use of Commonwealth resources
- upholding the APS Values and the integrity and good reputation of the APS.

APS employees need to ensure that they fully understand the APS Values and Code of Conduct and how they apply to official or personal communications. For more information, you should view the APSC's social media guidance, available via <http://www.apsc.gov.au/circulars/circular096.htm>.

Finance employees do not need to seek clearance when talking online about factual, unclassified and uncontroversial matters related to the Department. You **must** have authorisation from your manager (including following any necessary clearance processes) before publishing any wider information relating to the Department, especially any comment that:

- commits Finance or the Government to any action or initiative
- attempts to speak, or could be interpreted as speaking, on behalf of Finance or the Government
- relates to controversial, sensitive, confidential or political matters
- could be interpreted as a personal political view or political advocacy;
- could bring Finance or the APS into disrepute.

2. Accessing social media at work

Access to social media sites (e.g., Facebook and Twitter) is provided by Finance in accordance with the Department's ICT Usage policies. ***Personal use is only allowed if it is incidental to formal duties and all relevant policies, procedures and guidelines are followed.***

If you use social media sites for official and personal/professional reasons, you **should use separate** official and personal/professional profiles. This will make it easier to participate in online social media by differentiating between your identity as a citizen and your identity as a public servant.

3. Social media and Social Engineering

Social engineering, "the act of manipulating people into performing actions or divulging confidential information",¹² predates social media and the Internet. With a bit of knowledge and a little bit of information, a good social engineer can gain access to confidential or personal information with relative ease.

¹² Wikipedia entry on Social Engineering: [http://en.wikipedia.org/wiki/Social_engineering_\(security\)](http://en.wikipedia.org/wiki/Social_engineering_(security))

Social media sites make it very easy to share information with others. While this convenience is their selling point, it means that you need to be savvier than usual in your use of these sites.

- **Check your account and privacy settings** – make sure you know who can access any postings you make before you post them. You should also check that you are not revealing more personal information about yourself than is necessary.
- **Review your posts** before adding them to a site to ensure you have not revealed more than you should.
- **Consider any 'Friends' requests carefully** – especially from people you do not know. You don't want to reveal more information than you should or end up with less than professional updates from others on your professional profile.

4. Frequently Asked Questions

What is the difference between official, professional and personal use?

Official use is when you are commenting as a Finance official. An example is posting a factual answer to a blog comment incorrectly describing a Finance initiative and then, with the answer, providing a link to the correct information. This would normally be done by providing an introductory line establishing your position (e.g. *I am the Finance officer responsible for this tender request*) and using a profile linked to a Finance email address.

Professional use is when you are commenting personally but as an experienced person in your particular field. For example, an accountant working in Finance might want to leave a comment about an accounting issue, which is not related to government policy, on the CPA President's blog. This would normally be done using a profile that was connected to a personal email address not a Finance address.

Personal use is when you are commenting on a matter in neither of the above capacities, e.g. discussing the performance of your favourite football team. This would normally be done with a profile linked to a personal email address.

I already use Facebook and/or other social media sites, but don't want to create an official profile or discuss work-related matters online. Do I need to change my existing social media profiles?

No, as long as you don't make any comments on your existing profile that could be perceived to be official.

I'm thinking about using online social media for a Finance-related issue. Do I need my manager's authorisation first?

You don't need permission to discuss publicly-known, factual matters relating to Finance online. An example of this might be to provide a link to a relevant publication on the Finance website in response to a query or comment emerging from an online discussion, or to identify that the Department has responsibility for a certain policy area.

You will need permission from your manager if you wish to discuss matters which are sensitive or not already in the public domain. You will also need permission before posting anything online which could be interpreted as an official statement or commitment to some course of action from the Department or the Government. You should exercise careful judgement before posting details about your role in Finance or your personal life.

Of course, matters that are subject to handling restrictions (IN-CONFIDENCE, etc) or that are classified as either non-national security or national security cannot be discussed or mentioned online.

Finance does not wish to limit your participation in online discussions, including those related to work, but it is important that you consider the impact your online activities could have on the Department. If in doubt, ask your manager.

Can I comment on another agency's blog or a news website?

Yes, but remember the distinction between your identity and views as a private citizen and your role as a Finance employee. It is important that you do not post information that could be interpreted as an official position or statement on behalf of Finance unless you have prior permission from your manager. Where appropriate – if you have permission to comment on a Finance initiative, for example – you should declare your position as a Finance employee.

If you are participating as a private citizen, remember the standard of behaviour expected of public servants.

Can I comment on work from another area of Finance or work I am doing with another area of Finance?

No, you should only comment on areas of work that are within your area of responsibility. While you may have an interest in other areas of the Department it is best for comment to be made by those areas of Finance closest to them.

Yes, you can comment on work you are doing with another business group of Finance but you should only do so after consulting with them and receiving approval from them to do it.

Can I include Finance documents on my Facebook page?

No. It's important that your professional or personal Facebook or other social media profile is clearly marked as your profile and not able to be perceived as an official source of Departmental information. You can, however, include links to documents hosted on public Finance websites.

Will my use of Facebook or Twitter at work be monitored?

Yes. Your access to and use of social media sites, like all internet access from work, is governed by Finance's existing ICT Security and ICT Usage policies.

Do I need my manager's permission before I create a Facebook profile?

No, but you will need to follow the usual clearance processes if you are making comments regarding the Department on anything other factual, unclassified and uncontroversial matters.

5. More on Twitter

What is Twitter?

Twitter is a real-time, social networking website that allows users to send and read messages – known as tweets – of up to 140 characters.

Key terms

- A **tweet** is a message posted on Twitter
- **Following somebody** means subscribing to someone's tweets
- A **direct message** (or **DM**) is a private message on Twitter
- **RT** or **retweet** means reposting someone else's tweet
- **Trending topics** are the most-discussed subjects on Twitter at any given moment
- Including **@[username]** in a tweet is a way of sending a public message to or about a Twitter user
- A **hashtag** (the **#** symbol followed by a subject) is included in tweets as a way of categorizing posts by subject. They provide a useful searching tool for finding tweets on topics of interest.
- **Shortened URLs**: to fit links into tweets, URLs are typically shortened using free services such as bit.ly¹³ that provide a shorter link which redirects to an existing website. The downside of this is that you cannot tell where the link will take you. To get around this, use Twitter's internal link-expanding function or free services such as [RealURL](http://real-url.org)¹⁴ to see what the actual URL is and decide whether it is safe to view. **Don't just click on a shortened URL blindly** – you never know what's on the other side.

How does Twitter work?

Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces.¹⁵

The messages are public and viewable from the author's profile page. Users are able to decide which accounts they follow and receive messages from.

Users can respond to tweets in the following ways:

- Send the author a message back.

¹³ <http://bit.ly/>

¹⁴ <http://real-url.org/index.php>

¹⁵ <http://business.twitter.com/twitter101>

- Subscribe to receive future tweets from the author by ‘following’ them (if you are not already doing so)
- Retweet the message (i.e., send the message in its entirety to your own ‘followers’)
- Expand the conversation by sending their own tweet about what the author has written
- A combination of the above.

Getting started

You do not need a Twitter account to view public tweets. Go to search.twitter.com to find tweets on topics of interest. Do this before you create your own account to become more familiar with how people use Twitter.

Setting up a Twitter account

1. Go to www.twitter.com and click on “Sign up now”.
2. Complete your profile information

If you are creating a personal account, make sure you do not include information in your profile (including your email address) that clearly identifies you as a Finance employee.

Following others

‘Following’ somebody means that you have subscribed to their tweets. You can use the Twitter search function to find people you may be interested in following. When you visit the Twitter home page after logging into your account you will see a list of recent tweets from other Twitter users who you are following.

Once you have found someone, click on the ‘Follow’ button (located under their picture).

It is important to note that on your profile page other Twitter users will be able to see which users you follow and which users are following you. You should take this into account before following a user or allowing another user to follow you.

Note: You do not need to follow someone to send them a tweet.

Useful links

- [Twitter 101](http://business.twitter.com/twitter101),¹⁶ an introduction and how-to site designed primarily for business, provides useful information to those new to Twitter.
- [TweetMP](http://www.tweetmp.org.au/)¹⁷ lists all Federal Australian Members of Parliament on Twitter and provides a facility for the public to invite MPs to use Twitter.

¹⁶ <http://business.twitter.com/twitter101>

¹⁷ <http://www.tweetmp.org.au/>

6. More on Facebook

What is Facebook?

Facebook is a social networking site that allows people to connect with their network (e.g., family, friends, co-workers) and create new networks (e.g., with people with similar interests). Many public figures and organisations have fan pages, allowing thousands of Facebook users to interact with them.

Getting Started

1. Go to the Facebook website: www.facebook.com
 2. Enter the required information in the sign-up form and click on 'Sign up'
- If you are creating a personal account, make sure you do not include information in your profile (including your email address) that could identify you as a Finance employee.

Facebook Lite

Use [Facebook Lite](http://lite.facebook.com)¹⁸ when you access Facebook at work. The 'lite' version is a faster, simpler version that strips Facebook down to the basics: status updates, private messages, photos and videos.

Finding and Adding Friends

Once you have created an account, you will want to add friends. You can do this in three different ways:

- Search for friends or acquaintances who are already on Facebook. You can enter their name into the search bar.
- Invite friends or acquaintances who are not yet on Facebook
- Search for Facebook users with similar interests to yours.

To add someone as a friend, click on "Add as friend" in the search results page or click on the "Add as friend" button on their Facebook profile page. A friend request will be sent to the user – you will receive confirmation if they accept your request.

Remember: once you add someone as a friend, they will be able to view any information you have allowed to be accessible to friends – including your photographs. See below for important information about Facebook's privacy settings.

Joining Fan Pages and Groups

As well as adding friends, you can also join fan pages and groups. Fan pages may belong to politicians, organisations or celebrities. Groups may be created for reasons such as sharing a common trait or expressing an opinion on a particular topic or item. You should be aware that other Facebook users will be able to see your list of Fan and Group pages.

¹⁸ <http://lite.facebook.com>

Status Updates

You can use status updates to let people know what you are doing, what you are planning or what you are thinking.

Handy hints and useful links

Privacy settings

Take the time to go through the many privacy settings options. This is an important step, as it is very easy to inadvertently reveal more information than you might expect. Use the “How others see you” tool as a way to check how your privacy settings are working.

You can divide your friends into different groups – you may have separate ‘Family’, ‘Childhood Friends’ and ‘Colleagues’ lists, etc. You can give specific access to (or take access away from) the different lists you create. For example, you may allow all friends access to your photos with the exception of those on your ‘Family’ and ‘Colleagues’ lists.

Privacy and Security tips

[The Sophos website](#)¹⁹ provides a wealth of information about good security and privacy practices on Facebook. You should visit this site before you actively use Facebook.

A5. Consultation

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¹⁹ <http://www.sophos.com/security/best-practice/facebook>