Implementation Checklist

1. As part of the implementation of social media, it is recommended that the following is completed, signed off by the appropriate Manager and endorsed by the responsible senior executive.
2. Official Social Media Channel selected: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| 1. Agencies should implement formal governance arrangements for official use of social media | |
| * How does the social media tool align with the agency’s strategic direction? |  |
| * What is the purpose of the social media account? |  |
| * How will the Queensland Government Corporate Identity be represented? |  |
| * What are the measures of success for the account? |  |
| * How does the proposed account fit within the agency’s community engagement and communication plan? |  |
| 1. **Agencies should manage the creation of and access to official social media accounts** | |
| * Proposal entered into the agency’s central social media register. |  |
| * Delegated authority to represent the agency assigned to: |  |
| * Account holder details recorded to ensure continuity of access. |  |
| * Content management:   + How will content be produced?   + How often will content be posted?   + Who will add new content keeping in mind accessible alternatives?   + Who will administer comments and responses (administration should occur at least once per day)?   + How will posts and comments from the channel be records-managed?   + Who will review and approve comments and respond if relevant? |  |
| 1. **Agencies should commit to ongoing relationship management** | |
| * What is the nature and size of the audience? |  |
| * Number and positions of staff allocated and trained to represent the agency. |  |
| * Do the responsible officers have necessary expertise and competence to create, maintain, monitor and manage this account? Do these officers understand the applicable Code of Conduct requirements in a social media context? If not, what training will be undertaken? |  |
| 1. **Agencies should monitor social media activities** | |
| * What critical topics or issues could be expected to arise when engaging the community in this context? |  |
| * What tools/services will be used to monitor this social media activity? |  |
| * Incident reporting procedure to be used: |  |
| 1. **Agencies should be transparent when managing social media channels** | |
| * Community engagement response guidelines to be used: |  |
| * Code of conduct understood and signed by authorised officers: |  |
| 1. **Social media use should take account of legislative and policy requirements** | |
| * Are there any conflicts with the social media tool’s terms of service and legislation or policy? If so, how is this risk mitigated?  1. Particularly considering:    * Security    * Recordkeeping    * Intellectual property    * the potential for user-contributed content to infringe upon the legal rights of others. | 1. *This section must as a minimum outline how records will be retained and stored and address any other relevant issues.* |
| 1. **Agencies should comply with the Privacy Principles** | |
| * Has a collection notice been developed for the agency to include on its official social media account? * Does the disclaimer or collection notice make individuals aware that by choosing to contribute material, they are agreeing to their personal information being transferred overseas? * Does the disclaimer or collection notice ask posters to refrain from contributing material that includes personal information of another person? * How will the agency obtain consent from individuals before the agency posts a photo containing an image of that individual to its official social media account? * Does the terms and conditions of the contract with the social media provider satisfy the requirements of subsections 33(d) (i) and (iv) of the Information Privacy Act 2009. |  |
| 1. **Social media use should be aligned with QGEA Information Principles** | |
| * Which other official channels will be used to support the social media account? |  |
| 1. **Social media use should meet accessibility obligations** | |
| * Selected social media tools have been assessed for conformance against the [Web Content Accessibility Guidelines 2.0](https://www.w3.org/TR/WCAG20/) and necessary alternatives prepared for. |  |

1. Prepared by: Endorsed Approved Senior Officer

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_