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## Austrade Institute – Online Course Content Shell Template

<b>Course Title</b>	Austrade Social Media Module 1 – “Safe Social Media Practice”
<b>Contact Person</b>	██████████
<b>Contact No.</b>	██████████
<b>Course Outcomes</b>	<p>By the end of this module you will have an understanding of:</p> <ul style="list-style-type: none"><li>• the definitions of <b>personal</b>, <b>professional</b> and <b>official</b> social media usage,</li><li>• what social media is and some of the different social media platforms,</li><li>• the importance of taking safety and security online seriously, and</li><li>• Austrade's key policies and guidelines on social media use and why it is essential you understand your responsibilities.</li></ul>

### Instructions for Use

- Details for the name of the course and topic headings need to be written **exactly** as you would like them to appear in the Module (eg: use of upper case and lower case).
- If you have any links to documents, websites to be included throughout the course, ensure that you provide the full address of the specific screen/page of the website.
- Include the names of the documents to be attached, in the Instructions (Graphics, Websites etc) column, and the format that you would like these attachments to appear (eg. .pdf, text in a pop-up window etc). Use this column to indicate any ideas you may have for graphics and any other ideas/suggestions to enhance the look and feel of the course.
- Through the course, we are able to include brief exercises. These can be in the form of: multiple choice questions, single-select questions, free text answers and compare.
- Copy and paste the contents of page 3 for each new screen. Ctrl/Enter creates a new page.

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**Austrade Institute – Online Course Content Shell Template**  
**Topics**

<b>Topic Headings</b>	<b>No. of Pages</b>
<b>Welcome</b>	<b>1</b>
<b>Introduction</b>	<b>1</b>
<b>The different levels of social media usage</b>	<b>1</b>
<b>What is social media?</b>	<b>5</b>
<b>Using social media at work</b>	<b>6</b>
<b>Identifying and managing risk</b>	<b>4</b>
<b>Scenarios</b>	<b>1</b>
<b>Conclusion</b>	<b>1</b>
<b>Assessment</b>	<b>2</b>
<b>Results</b>	<b>1</b>
<b>Total No. of Pages</b>	<b>23</b>

## Austrade Institute – Online Course Content Shell Template

Topic Heading: <b>Overview</b>	Page 1 of 23
Page Content	Instructions (Graphics, websites, etc)
 <p data-bbox="400 360 768 440"><b>Australian Government</b> <b>Australian Trade Commission</b></p> <h3 data-bbox="396 544 1160 643"><b>Austrade Social Media Module 1 - "Safe Social Media Practice"</b></h3> <p data-bbox="396 691 539 719">Welcome.</p> <p data-bbox="396 764 1375 866">This module is designed to provide you with a basic understanding of different Social Media platforms and their uses both at home and at work.</p> <p data-bbox="396 914 1417 1016">All Austrade staff have a responsibility to familiarise themselves with our Social Media Policy and adhere to and follow Austrade policies and procedures.</p> <p data-bbox="396 1061 1240 1090">This course will take approximately 40 minutes to complete.</p> <p data-bbox="396 1134 866 1163"><i><a href="#">Click the Next button to continue.</a></i></p> 	

## Austrade Institute – Online Course Content Shell Template

Topic Heading: <b>Introduction</b>	Page 2 of 23
Page Content	Instructions (Graphics, websites, etc)
<p>Welcome to Austrade's Social Media Online Training Module No.1: "Safe Social Media Practice".</p> <p>This module has been created to help Austrade staff understand what social media is and how it can be leveraged within the context of the Australian Public Service.</p> <p>Completion of this module <b>does not</b> confer permission to run a social media project on behalf of Austrade or the Australian Government. Austrade staff wanting to use social media for <b>official</b> usage must be accredited and endorsed by their manager and the Media and Communications team in the Executive Office.</p> <p>They will also need to complete Module No.2 "Proactive Social Media Campaigning" and complete a Social Media Employee Participation Form.</p> <p>While working through this module you should read the pop-up boxes linked to each page as they contain information required to answer the 'quiz' at the end.</p> <p>By the end of this module you will have an understanding of:</p> <ul style="list-style-type: none"> <li>• the definitions of <b>personal</b>, <b>professional</b> and <b>official</b> social media usage,</li> <li>• what social media is and some of the different social media platforms,</li> <li>• the importance of taking safety and security online seriously, and</li> <li>• Austrade's key policies and guidelines on social media use and why it is essential you understand your responsibilities.</li> </ul>	<div style="text-align: center; background-color: #cccccc; padding: 10px;"> <h3 style="margin: 0;">Stay connected</h3>  </div> <p><b>Links for image:</b></p> <p><a href="https://www.linkedin.com/company/australian-trade-commission">https://www.linkedin.com/company/australian-trade-commission</a></p> <p><a href="https://twitter.com/Austrade">https://twitter.com/Austrade</a></p> <p><a href="https://www.youtube.com/user/austrade">https://www.youtube.com/user/austrade</a></p> <p><a href="http://www.austrade.gov.au/Site-information/RSS">http://www.austrade.gov.au/Site-information/RSS</a></p>

## Austrade Institute – Online Course Content Shell Template

Topic Heading: **The different levels of social media usage**

Page 3 of 23

### Page Content

The use of social media by Austrade staff for personal, professional and official use is governed by the Australian Public Service Commission [Circular 2012/1: Revisions to the Commissions Guidance on making public comment and participating online](#).

#### Definitions

Official use

Professional use

Personal use

Start

*Click on the tabs opposite to reveal their definitions.*

Instructions (Graphics, websites, etc)

**Pop-ups:**

**Official Use:**

Official use is when an Austrade employee participates/comments in social media as an official Austrade representative. Official use constitutes comment about a market, industry, and any Austrade policy or program.

If participating in a third-party blog, forum, page or group the spokesperson must identify themselves as an Austrade employee, stating their name and position. Furthermore, any official use should be done using a profile that is identified as an official Austrade account.

**For example:** A Senior Trade Commissioner should not make official comment from his/her personal twitter profile/account but rather via a sanctioned Austrade twitter profile/account (eg @AustradeJakarta)

**Professional Use:**

Professional use is when an Austrade employee participates/comments in social media personally but as an experienced person in a particular field. This must be done using a profile that is not identified as an official Austrade account.

When commenting in a professional capacity an Austrader may or may not choose to identify as an Austrade employee. If they do identify as an Austrade employee they must provide a disclaimer making it clear that their views do not represent those of Austrade. This is an example of the kind of statement Austraders should use when participating in social media for professional purposes.

"This site, post, or comment is for discussion purposes only and does not represent the official views of Austrade. Any views expressed are those of the individual author only."

**For example:** Austrade staff using LinkedIn with the aim of expressing an opinion about a subject that could be perceived as being within the scope of their expertise (for example, "the benefits of free trade agreements") is classified as "Professional Use". In these instances, staff are not expressly looking to connect with an investor, client or customer on behalf of Austrade. Rather, they may be commenting in a business forum or a professional members group (such as a Chartered Accountant Group). In these instances, staff should always use the disclaimer to state that their views are not necessarily the views of Austrade.

**Personal Use:**

Personal use is when an Austrade employee participates/comments in social media as an individual and not in an official capacity as an Austrade staff member. This should be done using a profile that is not identified as an official Austrade account. In addition, Austrade staff should not identify their employer in their personal social media profile.

**For example:** Austrade staff should not list Austrade as their place of work within their personal social media profiles such as Facebook or Twitter.

It is important to be aware that comments and conduct engaged in outside of work can nevertheless have a connection with, or reflect on, Austrade, the Commonwealth or the employee's role as an APS employee. This may be the case even where the employee is not named or where privacy settings are used on the social media site. Once posted, the comments may be forwarded and viewed elsewhere.

Comments made in a personal capacity on social media sites must not give rise to concerns that the employee cannot perform their duties in an impartial and professional manner.

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## Austrade Institute – Online Course Content Shell Template

Topic Heading: **What is "Social Media"?**

Page 4 of 23

**Page Content**

*Roll over each of the icons below for explanations of "Social Media".*



In brief:



In more detail:



	<b>Instructions (Graphics, websites, etc)</b>
	<p><b>Pop-ups:</b></p> <div data-bbox="618 280 2056 427" style="border: 1px solid black; padding: 5px;"> <p><b>In Brief:</b></p> <p>Social media is defined as mobile and/or web-based technology used for interaction by which people create, share or exchange information and ideas in virtual communities and networks.</p> </div> <div data-bbox="618 434 2056 1118" style="border: 1px solid black; padding: 5px;"> <p><b>In more detail:</b></p> <p>Examples of social media include (but are not limited to): social and business networking services, chat rooms, social blogs, wikis, podcasts, internet forums, online gaming sites and dating sites; and any website that allows users to post dialogue, pictures and video, or provides access to picture-sharing, mobile device applications, instant messaging and sites such as YouTube.</p> <p>Social media is an integrated business activity which goes beyond traditional marketing.</p> <p>Austrade's social media engagement aims to create business value by:</p> <ul style="list-style-type: none"> <li>• Communicating trade and investment opportunities/insights to target audiences</li> <li>• Building brand equity with target audiences (positive thoughts, feelings, beliefs, opinions and perceptions about Australia as a trade and investment destination/partner)</li> <li>• Develop brand salience with target audiences (ensure Australia is kept at the "front of mind" of potential customers/clients)</li> <li>• Develop and foster a community of engagement and value exchange</li> </ul> </div>

Topic Heading: **What is "Social Media"?**  
**Examples of popular social media platforms**

Page 5 of 23

**Page Content**

*Learn about these social media platforms by clicking on each of the icons in the graphic below.*





## Instructions (Graphics, websites, etc)

### Pop-ups:

#### Twitter:

Twitter is a global social networking platform that allows its users to send and read 140-character messages known as "tweets". It enables registered users to read and post their tweets through the web and mobile applications.

As a global real-time communications platform, Twitter has more than 400 million monthly visitors and more than 300 million monthly active users around the world. Twitter's active group of registered members includes World leaders, major athletes, star performers, news organizations, and entertainment outlets. It is currently available in more 35 languages.



## Facebook:

Facebook is a social networking service and website that was launched in February 2004. In May 2012 it began trading on the NASDAQ and in February 2016 it became the 4th most valuable company in the world (taking Exxon's place).

Facebook allows users to create a personal profile, upload photos and videos, add other users as friends and exchange messages, including automatic notifications when they update their profile. Users can also create and join interest groups and "like pages", some of which are maintained by organisations as a means of advertising.

Facebook enables users to choose their own privacy settings and choose who can see specific parts of their profile. Facebook has more than 1 billion daily active users.



The screenshot displays the Facebook homepage. At the top, the Facebook logo is on the left, and the login section is on the right, featuring input fields for 'Email' and 'Password', a 'Login' button, and links for 'Keep me logged in' and 'Forgot your password?'. Below the login section, the main heading reads 'Facebook helps you connect and share with the people in your life.' To the left of this heading is a graphic of a globe with several orange person icons connected by dashed lines, representing a social network. To the right is the 'Sign Up' section, which includes the text 'It's free, and always will be.' and a series of input fields: 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. Below these are dropdown menus for 'I am:' (with a 'Select Sex' label), 'Birthday:' (with 'Month', 'Day', and 'Year' dropdowns), and a 'Sign Up' button. At the bottom of the sign-up section, there is a link that says 'Create a Page for a celebrity, band or business.' The footer of the page contains a list of languages (English, Español, Português (Brasil), Français (France), Deutsch, Italiano, العربية, 中文, 中文(简体), 日本語) and a navigation menu with links for 'Mobile', 'Find Friends', 'Badges', 'About', 'Advertising', 'Developers', 'Careers', 'Privacy', 'Terms', and 'Help'.

## LinkedIn:

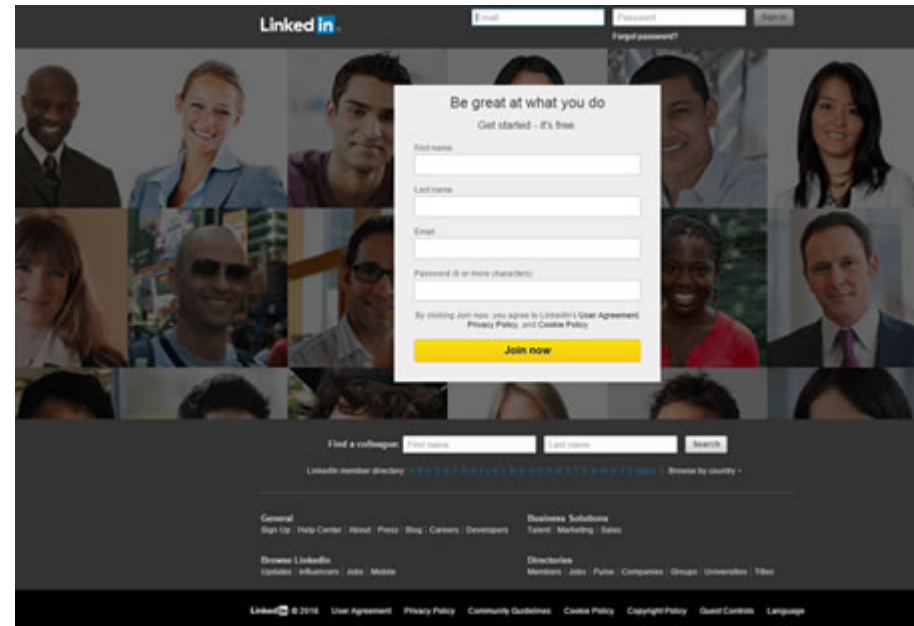
LinkedIn is the world's largest professional network with more than 400 million members in 200 countries and territories around the globe.

When users join LinkedIn, they can get access to people, jobs, news, updates, and insights that help them in their job and career development.

LinkedIn allows registered users to maintain a list of contact details of people they know and trust in business.

On LinkedIn users can follow different companies and can get notifications about the new vacancies and offers available.

LinkedIn also has a feature called "Groups". LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry expert.

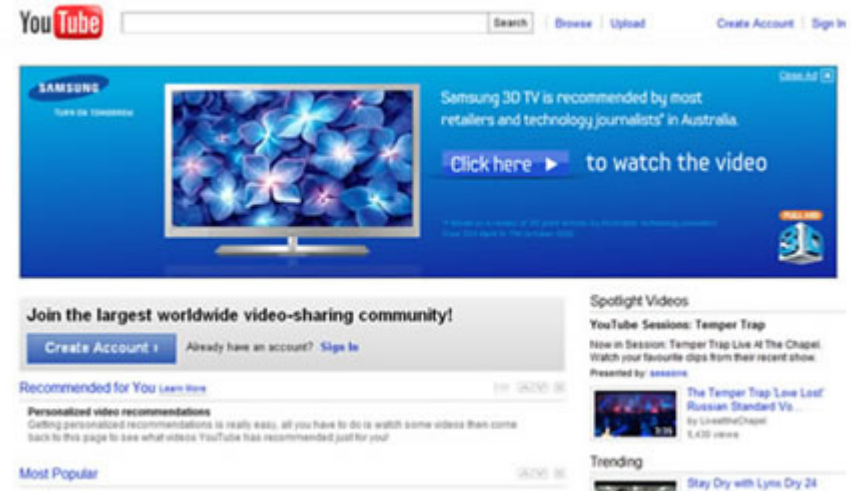


## YouTube:

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

YouTube is a Google company.

Only registered users may upload videos but any unregistered user can view them (although videos that are considered to contain potentially offensive content are available only to registered users 18 and older).



## Austrade Institute – Online Course Content Shell Template

Topic Heading: **What is "Social Media"?**  
**The Impact of Mobile Technology on Social Media**

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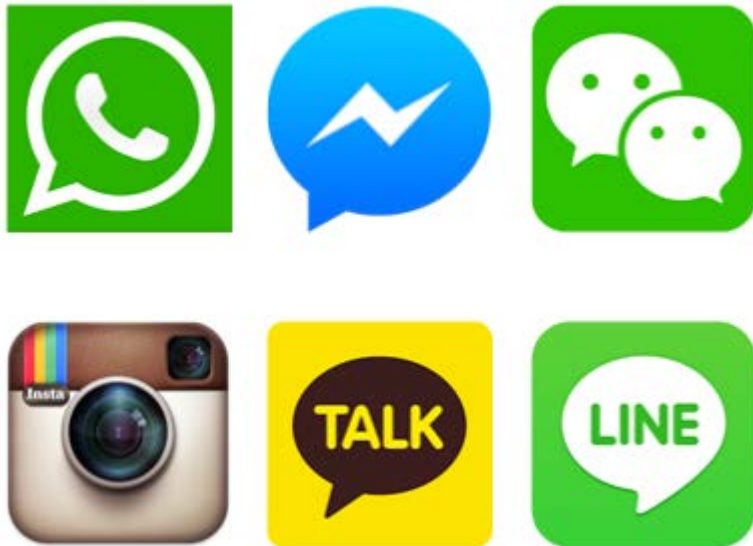
### Page Content

More than one-third of global internet traffic is via a mobile device.

By 2020 it is predicted that 90 percent of the world's population over 6 years old will have a mobile phone and smartphone subscriptions are expected to top 6.1 billion.

The migration from desktop-based social media platforms to mobile-based instant messaging has had a profound impact on the way that people communicate.

*Learn about these mobile-driven social media platforms by clicking on each of the icons in the graphic below.*





	<b>Instructions (Graphics, websites, etc)</b>
	<p data-bbox="696 209 831 240"><b>Pop-ups:</b></p> <p data-bbox="696 245 864 277"><b>WhatsApp</b></p> <p data-bbox="696 320 2047 427">WhatsApp is a cross-platform mobile messaging service that allows users to send messages without having to pay for SMS. It can be used to send text messages, video, images and audio media messages.</p> <p data-bbox="696 470 1536 502">In February 2016 WhatsApp reached 1 billion active users.</p> <hr/> <p data-bbox="696 545 1032 577"><b>Facebook Messenger</b></p> <p data-bbox="696 620 2047 727">Facebook Messenger is an instant messaging service and software application which provides text and voice communication. It is integrated with Facebook's web-based Chat feature. Messenger lets Facebook users chat with friends both on mobile and on the main website.</p> <hr/> <p data-bbox="696 770 831 802"><b>WeChat</b></p> <p data-bbox="696 829 1391 861">WeChat is a Chinese instant messaging service.</p> <p data-bbox="696 888 1917 963">Known in Chinese as Weixin (微信) — "micro letter" — WeChat is first and foremost a messaging app for sending text, voice, and photos to friends and family.</p> <p data-bbox="696 991 1957 1066">WeChat is basically China's version of Facebook – but it does much more than just send messages.</p> <p data-bbox="696 1093 2033 1302">WeChat users in China can access services to hail a taxi, order food delivery, buy movie tickets, play casual games, check in for a flight, send money to friends, access fitness tracker data, book a doctor appointment, get banking statements, pay the water bill, find geo-targeted coupons, recognise music, search for a book at the local library, meet strangers around you, follow celebrity news, read magazine articles, and even donate to charity ... all in a single, integrated app.</p>

	<p>WeChat is available to use outside of China, however, many of the most interesting features are not visible to users outside China.</p>
	<p><b>Instagram</b></p> <p>Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, including Facebook, Twitter and Tumblr. Instagram offers a variety of customisable digital filters for users to apply to their images. Instagram also incorporates a messaging feature.</p>
	<p><b>KakaoTalk</b></p> <p>KakaoTalk is a mobile instant messaging service for smartphones. It is South Korea's number one mobile-messaging service, with 93 percent of domestic smartphone users (or nearly 75 percent of the country's 50 million people) using it. In addition to free calls and messages, KakaoTalk users can share diverse content and information including photos, videos, voice messages, location, URL links as well as contact information. Both one-on-one and group chats are available.</p>
	<p><b>Line</b></p> <p>Line is a Japan-based mobile instant messaging service for smartphones. It is popular in markets throughout the Asia Pacific. Thailand, Japan, Taiwan and Indonesia represent over 65 percent of Line's active users.</p>

## Austrade Institute – Online Course Content Shell Template

**Topic Heading: What is "Social Media"?**  
**What do I need to know about using Social Media?**

Page 7 of 23

### Page Content

All Austrade staff using social media for personal reasons (i.e. have a Facebook profile to share news and photos with family and friends) must be mindful that as they are public servants there is an expectation regarding how they present themselves online relating to content and conduct. For more information see <http://www.apsc.gov.au/publications-and-media/current-circulars-and-advices/2012/circular-20121>.

Austrade staff should also familiarise themselves with Section 6 of the Australian Public Service Values and Code of Conduct, specifically Section 6, "[Employees as citizens](#)".

The APS and Austrade's Values and Code of Conduct provides direction on what public servants should do if there is a potential conflict of interest between their personal and professional interests. Amongst others, such overlap may be in the political and financial realms. The APS Values and Code of Conduct states that there will be occasion where the public servant role will need to take priority over the public servant's personal interest. This general principle applies to accredited Austrade social media publishers who use social media for Official use. For further explanation and scenarios see <http://www.apsc.gov.au/publications-and-media/current-publications/in-whose-interest>

*[Click on the arrow below for further information on privacy settings.](#)*





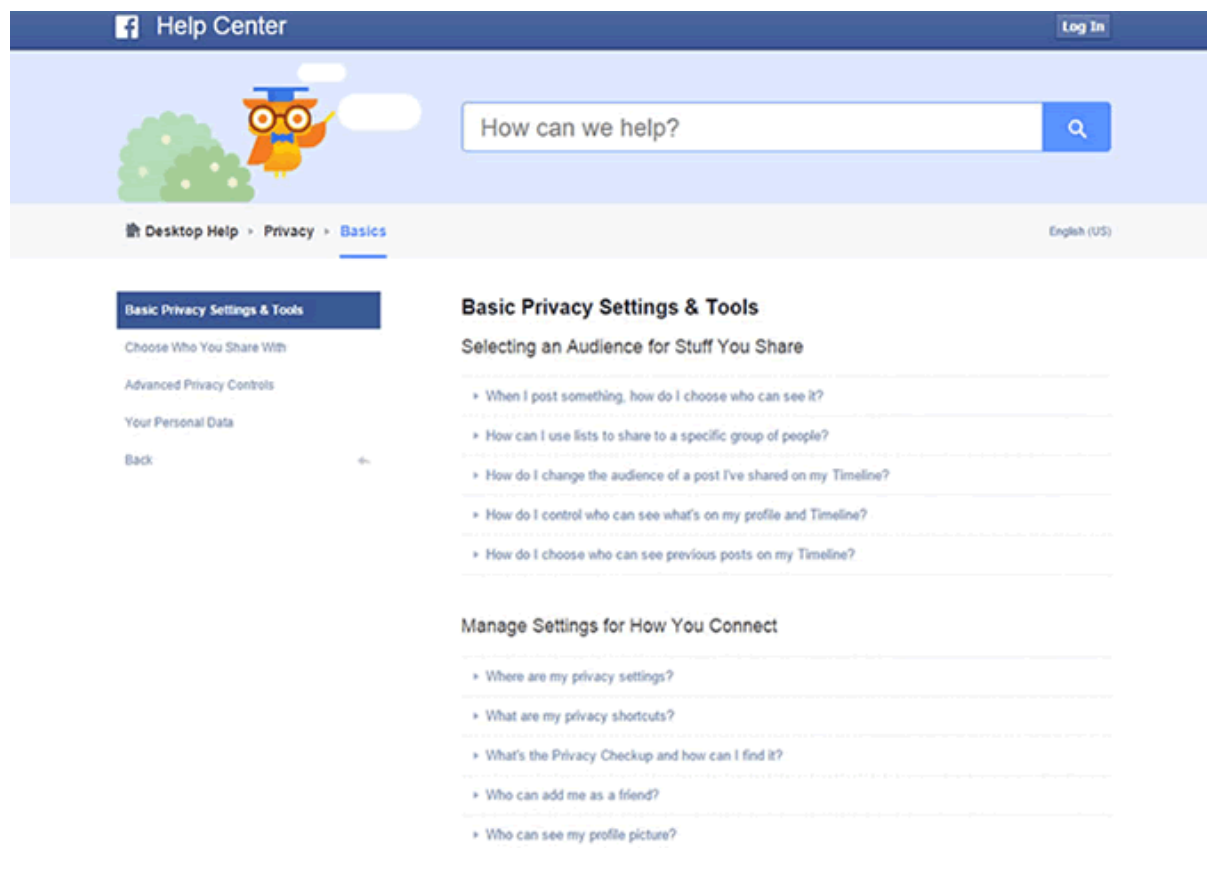
## Understanding "default" privacy settings

## Instructions (Graphics, websites, etc)

### Pop-up:

Check your **account and privacy settings** on the social media you use - make sure you know who can access any posts you publish before you post them.

You should also check that you are not revealing more personal information about yourself than is necessary.



The screenshot shows the Facebook Help Center interface. At the top, there is a blue header with the Facebook logo, the text "Help Center", and a "Log In" button. Below the header is a search bar with the text "How can we help?" and a magnifying glass icon. Underneath the search bar is a navigation bar with "Desktop Help" > "Privacy" > "Basics" and "English (US)". The main content area is titled "Basic Privacy Settings & Tools" and is divided into two sections. The first section is "Selecting an Audience for Stuff You Share" and contains five links: "When I post something, how do I choose who can see it?", "How can I use lists to share to a specific group of people?", "How do I change the audience of a post I've shared on my Timeline?", "How do I control who can see what's on my profile and Timeline?", and "How do I choose who can see previous posts on my Timeline?". The second section is "Manage Settings for How You Connect" and contains five links: "Where are my privacy settings?", "What are my privacy shortcuts?", "What's the Privacy Checkup and how can I find it?", "Who can add me as a friend?", and "Who can see my profile picture?".

## Austrade Institute – Online Course Content Shell Template

Topic Heading: **What is "Social Media"?**  
**Social Media and risk - what to be aware of**

Page 8 of 23

### Page Content

For some, social media is merely an informal means of keeping in touch with friends and loved ones with no work relevance. However, social media is also used by Australian public servants and indeed trade officials to great effect as a formal communications channel with national 'business value'.

Social media represents a cost effective way for Austrade staff to research trading opportunities by region and sector. But where it is used to engage in dialogue or to exchange views (instead of merely collecting intelligence), as in all our external communications you must remain mindful of Austrade's strategic goals, key messages and potential legal liability. [Click on the arrows below for further information.](#)



**What should you feel free to do in social media?**



**What consequences can careless social media engagement have?**



*[Click on the note icon for an important point to remember.](#)*



## Instructions (Graphics, websites, etc)

### Pop-ups for arrows:

#### What should you feel free to do in social media?

Whatever personal information you post openly on the internet, in your own time, is of no real interest to Austrade, providing it:

- 1) does not reveal commercially or strategically sensitive material;
- 2) only divulges information already in the public domain;
- 3) is not abusive or insulting to other people, cultures or countries;
- 4) will not put any Australian official or their family in danger abroad; and
- 5) does not reflect poorly on your personal judgement.

#### What consequences can careless social media engagement have?

Use your common sense.

Posting personal, work related, or offensive material on social media can put at risk:

- 1) your personal safety or that of your family;
- 2) your colleagues' personal safety;
- 3) Austrade's corporate brand reputation;
- 4) Australia's trade position and international competitiveness; and
- 5) Australia's international reputation.

### Pop-up for note icon:

#### Remember:







The same discipline that Austrade staff should feel in drafting external correspondence, or engaging mainstream television, radio or print media should be felt when engaging social media. When in doubt, don't post!

Austrade does not wish to unduly restrict your ability to communicate with friends and family online, so this module should be read as 'enabler guidelines', as much as they represent a formal guidance to restrict inappropriate workplace behaviour.



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## Austrade Institute – Online Course Content Shell Template

<b>Topic Heading: Using social media at work</b> <b>Examples of Workplace Social Media Issues</b>	<b>Page 9 of 23</b>				
<b>Page Content</b>	<b>Instructions (Graphics, websites, etc)</b>				
<p>The law surrounding social media and appropriate workplace usage is rapidly evolving. After all, Facebook has only been in existence to the public since 2004. That said, laws governing appropriate workplace behaviour are not new, and Austrade staff should generally not communicate anything in social media that they would not in person.</p> <p>The scenarios and examples below highlight the very 'public' nature of social media, and the risks social media can pose for the individual and the organisation.</p> <p>They also reinforce the need for Austrade staff to always exercise common sense and caution when participating in social media.</p> <p><i>Click on each of the arrows below for some recent examples of how social media usage can create difficulty in the workplace.</i></p> <table border="1" data-bbox="210 730 1444 1013"><tr><td data-bbox="210 730 369 869"></td><td data-bbox="369 730 1444 869"><b>Another public servant to be sacked over social media</b></td></tr><tr><td data-bbox="210 869 369 1013"></td><td data-bbox="369 869 1444 1013"><b>Public servant loses fight over Twitter attack on government</b></td></tr></table>			<b>Another public servant to be sacked over social media</b>		<b>Public servant loses fight over Twitter attack on government</b>
	<b>Another public servant to be sacked over social media</b>				
	<b>Public servant loses fight over Twitter attack on government</b>				

**Pop-ups for arrows:**

# Another public servant to be sacked over social media

August 22, 2013

[★ Read later](#)



**Noel Towell**

Reporter for *The Canberra Times*

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Department of Foreign Affairs officer Darrell Morris outside his workplace in Barton. *Photo: Rohan Thomson*

Another federal public servant is set to be sacked over his online activity as the bureaucracy's troubles with social media mount.

[Click on the image to read the full article online.](#)

# Public servant loses fight over Twitter attack on government

August 13, 2013

[Read later](#)



**Markus Mannheim**

Informant editor

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Michaela Banerji was told last year she would be sacked after she criticised her department via an anonymous Twitter account. *Photo: Jay Cronan*

A court has paved the way for a public servant who criticised the government on Twitter to be sacked, even though she did not reveal her name or her job to her readers.

[Click on the image to read the full article online.](#)

## Austrade Institute – Online Course Content Shell Template

Topic Heading: **Using social media at work**  
**Do I need official endorsement for my Social Media usage?**

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### Page Content

You do not need Austrade endorsement to create a social media account for **personal** or **professional** use. However for **official** use, where you discuss trade-related matters or Austrade programs or policies, you must be accredited as an Austrade Social Media Publisher and you must self-identify as an Austrade employee.

Where employees 'self-identify' as Austrade employees, Austrade expects them to use their common sense to safeguard their and the organisation's reputation. The APS values and code of conduct states that there will be occasion where the public servant role will need to take priority over the public servant's personal interest. This general principle applies to accredited Austrade social media publishers who use social media for Official use. For further explanation and scenarios see the following links:



<http://www.apsc.gov.au/publications-and-media/current-publications/values-and-conduct/managing-information>



<http://www.apsc.gov.au/publications-and-media/current-publications/aps-values-and-code-of-conduct-in-practice/employees-as-citizens>

Instructions (Graphics, websites, etc)

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**Links:**

<http://www.apsc.gov.au/publications-and-media/current-publications/values-and-conduct/managing-information>

<http://www.apsc.gov.au/publications-and-media/current-publications/aps-values-and-code-of-conduct-in-practice/employees-as-citizens>

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## Austrade Institute – Online Course Content Shell Template

**Topic Heading: Using social media at work**  
**Official Austrade Social Media Publishers**

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### Page Content

If you intend to act as an official Austrade Social Media Publisher or to create an official Austrade social media presence (page or group within a social media site), for example "the Australian Lamb Exporters Group" in LinkedIn, you will need to be accredited. Accreditation requires authorisation from your line manager and endorsement from the Social Media Adviser. Social Media Module 2 explains further what is required to gain accreditation.

Any content (words, images, videos, etc) within any **official** social media page is read by the public as official communication by Austrade, and as such the content must be:



*Click on the arrows above to reveal the text.*

### Instructions (Graphics, websites, etc)

#### Pop-ups for arrows:

'on message', in line with our strategic goals (as outlined for example in our corporate plan);

in keeping with Austrade's corporate style and branding (appropriate logo and crest);

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designed to avoid legal liability, (use of disclaimers, and appropriately vetted by relevant managers, the and Legal); and
supportive of other communications tools (for example should drive traffic to <a href="http://www.austrade.gov.au">www.austrade.gov.au</a> or other official sites).

## Austrade Institute – Online Course Content Shell Template

<p><b>Topic Heading: Using social media at work</b>  <b>Listening in Social Media</b></p>	<p>Page 12 of 23</p>
<p><b>Page Content</b></p>	<p><b>Instructions (Graphics, websites, etc)</b></p>
<p>Joining groups, browsing online forums and reading blog posts contributed by users is an effective way for Austrade staff to be informed of the important issues and concerns being discussed online relating to industry sectors, markets, and policies. In this way social media can be used as a research tool in support of our work, and is something for which no accreditation is required.</p> <p>Places such as Twitter, Facebook, LinkedIn and blogs can be windows into how clients, customers, students and investors think. Austrade employees can find value in social media by following what is being said about their market, industry, and issue.</p>	 

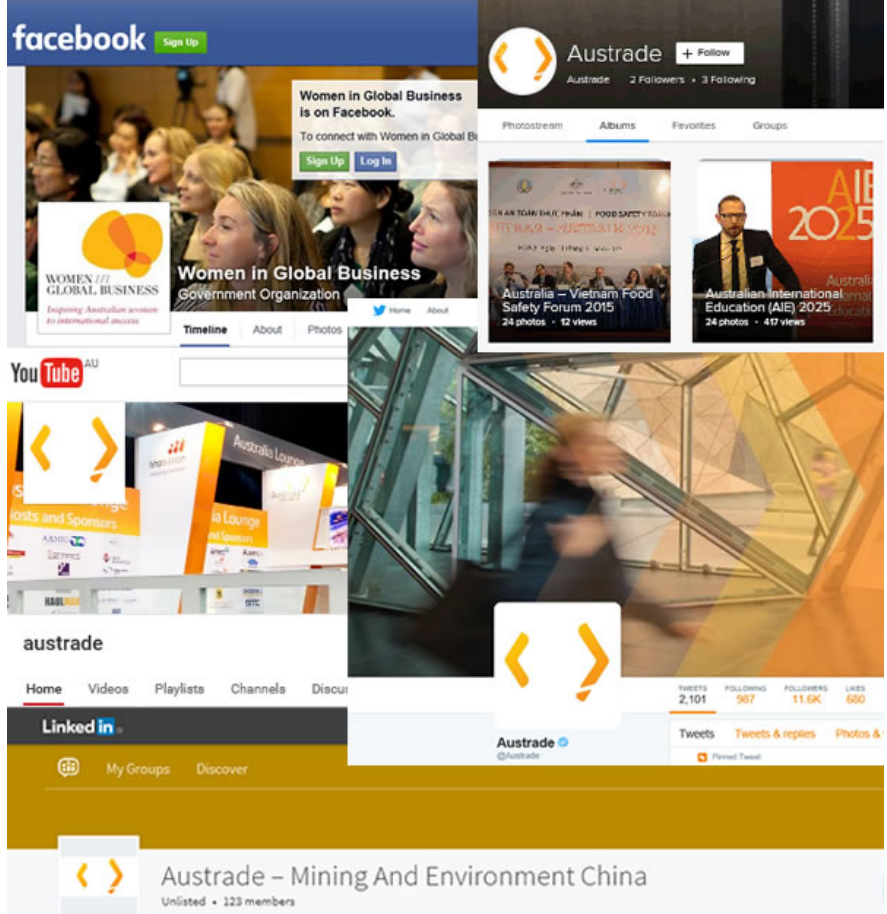


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## Austrade Institute – Online Course Content Shell Template

<b>Topic Heading: Using social media at work</b> <b>Using Austrade Material on Social Media</b>	<b>Page 13 of 23</b>
<b>Page Content</b>	<b>Instructions (websites)</b>
<p>Please consider Austrade's obligations regarding the copyright of content (words, images, photos, representations) within social media. If Austrade is not the owner of the content check the terms and conditions with the owner of the content copyright (individuals, events publications, web-sites) and if necessary obtain appropriate copyright permissions before publishing. In addition, all content, quotes and excerpts should be attributed to the source, and where possible hyperlinks should be used instead of reproducing others' content.</p> <p>All Austrade images and photos should be sourced from <a href="#">i-brand</a>.</p> <p>Contact the <a href="#">Marketing-Comms Helpline</a> for copyright queries on the use of Austrade material.</p> <p>Copyright is an important consideration for Austrade employees using social media. Material posted on some social media sites grants copyright permission to the social media platform.</p> <p>Ordinarily, the "terms and conditions" page of social media sites explain the obligations and rights of users with respect to copyright.</p> <p>By posting photographs, music, video footage or written material on Facebook, for example, the poster grants Facebook usage of this material.</p> <p>You should therefore consider Austrade's intellectual property rights – and that of other copyright holders – before engaging social media.</p> <p>If using others' material:</p> <ul style="list-style-type: none"><li>• seek permission to use material where appropriate to do so</li><li>• ensure you attribute the source/author, and</li><li>• link to rather than reproduce where possible.</li></ul>	<p><b>Links:</b></p> <p><a href="https://www.austrade.gov.au/ibrand/ibrand-home.html">https://www.austrade.gov.au/ibrand/ibrand-home.html</a></p> <p><a href="mailto:Marketing-Comms-Helpline@austrade.gov.au">mailto:Marketing-Comms-Helpline@austrade.gov.au</a></p>

## Austrade Institute – Online Course Content Shell Template

<p><b>Topic Heading: Using social media at work</b>  <b>Will I be monitored?</b></p>	<p>Page 14 of 23</p>
<p><b>Page Content</b></p>	<p><b>Instructions (Graphics, websites, etc)</b></p>
<p>Yes everyone using social media platforms can be monitored in a variety of ways by a large number of individuals and organisations. This can include local, national and international media.</p> <p>Journalists are increasingly monitoring platforms like Facebook and Twitter as a means of finding news stories. As a rule, do not post anything online that you would not feel comfortable reading on the front page of The Sydney Morning Herald.</p> <p><i>"In the Hunt for Sources, it seems pretty clear that outlets like CNN are bent on using Twitter for its more sensational aspects, but in a practical sense it is useful, and will continue to be used, as a jump-off point for further investigating into up-to-the-minute reporting."</i></p> <p>Source: <a href="http://www.socialmediatoday.com">www.socialmediatoday.com</a> 4 June 2010</p> <p>In this context, Austrade is also monitoring social media to protect our corporate brand, and to identify opportunities to advance Australia's trade and investment interests.</p>	

Page Content

**Should I divulge travel information?**

Austrade strongly advises that travel information should not be posted on social media. Even apparently innocuous information could potentially put Australian bureaucrats or their families at risk.

Social media applications that provide information about travel plans and geo-tagging applications that indicate users' actual whereabouts must not be used for Austrade staff work travel or within Austrade social media presences. Examples include Trip-it and Foursquare. It is also recommended that these tools not be used for staff personal travel as well.



**Safety and Security Tips:**

- 1
- 2
- 3
- 4
- 5

**Start**

*Click on the tabs for some safety and security tips.*

---

## Instructions (Graphics, websites, etc)

### Pop-ups:

Social media privacy settings should be set at Maximum. (Default settings are not enough).

Do not list your home address or mobile telephone number.

Do not post anything online that might expose you to blackmail.

Do not share personal financial information unless through a secure payment method.

When uploading photos, make sure you use your common sense.

### Video:



Geotagging\_safety\_  
tips-v3.mp4

*double click to view video*

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## Austrade Institute – Online Course Content Shell Template

Topic Heading: **Identifying and Managing Risk**  
**What not to reveal on social media**

Page 16 of 23

### Page Content

Information that is "commercial in confidence or strategically sensitive" should not be divulged within a social media site.

Remember this information could relate to internal Austrade information as well as information about our clients, customers and investors.

Some examples include: [Click on the arrows.](#)



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**Instructions (Graphics, websites, etc)****Pop-ups for arrows:**

Internal Austrade strategic planning decisions.



A client's intention to export to a particular country.

A client's sale overseas that has not been publicly announced.

An inwards investment success that has not been publicly announced.

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## Austrade Institute – Online Course Content Shell Template

<b>Topic Heading: Identifying and Managing Risk</b> <b>Key policies and guidelines</b>	Page 17 of 23
<b>Page Content</b>	<b>Instructions (Graphics, websites, etc)</b>
Take a moment to get to know key policies. <i>Click on the tabs below.</i>    	<b>Links for tabs:</b>  <a href="http://thehub/ws/ao/bs/Documents/1.%20Business%20Practice%20Guides/Austrade%20Service%20Handbook%20Media%20Policy.pdf">http://thehub/ws/ao/bs/Documents/1.%20Business%20Practice%20Guides/Austrade%20Service%20Handbook%20Media%20Policy.pdf</a>  <a href="http://thehub/Policy/Pages/Social-Media-Policy.aspx">http://thehub/Policy/Pages/Social-Media-Policy.aspx</a>

Topic Heading: <b>Identifying and Managing Risk</b> <b>What are the ramifications if I ignore these policies?</b>	Page 18 of 23
Page Content	

**Ramifications:**

1. Safety and Security

2. Reputational damage

3. Disciplinary action

**Start**

*Click on each of the tabs opposite for further information.*



## Instructions (Graphics, websites, etc)

### Pop-ups:

#### **Safety and Security**

The safety and security of Austrade employees is our utmost concern. You may become subject to kidnapping or attack abroad if you reveal your travel plans, or you may fall victim to stalking or identity theft at home if you are careless in your online communications or relaxed in your privacy settings.

#### **Reputational damage:**

Once information is published online it is a permanent record. We encourage the use of social media, however, care and responsibility must be taken to ensure that no damage or problems arise. Social media has the potential to cause an individual reputational damage and significant damage to the Austrade brand.

#### **Disciplinary action:**

Failure to comply with Austrade policies, including those relating to social media, may result in disciplinary action under the APS Code of Conduct (A-based employees) or the OEE Code of Conduct (Overseas Engaged Employees). The consequences of a finding of misconduct include a reprimand, demotion and in the most serious cases, dismissal. If you are not sure whether you are complying with relevant policies, seek your manager's advice before placing information online.

## Austrade Institute – Online Course Content Shell Template

Topic Heading: **FAQs and Scenarios**  
**Scenarios**

Page 19 of 23

### Page Content

*Click on each of the boxes to reveal the answers to these scenarios.*

#### Scenario 1

I work in the embassy and hosted a personal Christmas party at my residence with friends, work colleagues and guests from the diplomatic corps. All had a great time and the fancy dress theme was a great hit. Is it inappropriate to publish some party photos on my personal blog?

#### Scenario 2

I am an A-based employee at post and my partner keeps a blog about our experiences in our host country. My partner has occasionally written about official functions we've attended and about conversations we've had with senior members of the host government at these functions. Is it OK for my partner to do this?

#### Scenario 3

There are many applications where I can provide information about my travel plans and geo-tagging applications that indicate my actual whereabouts. Examples include Trip-it and Foursquare. Is it ok for me to use them?

## Instructions (Graphics, websites, etc)

### Pop-ups:

#### Scenario 1:

Given the potential for those photos to identify Austrade or Embassy staff and potentially compromise or embarrass those staff, it is recommended that party photos that include Austrade or Embassy staff not be published on personal blogs.


#### Scenario 2:

Household members of APS employees serving overseas are not covered directly by the Code of Conduct for Overseas Service, nor are they subject to any Austrade directions in relation to conduct. However, the high visibility of household members as part of an Australian official community means you and your partner need to exercise judgment and caution about the material on your partner's blog. Even where there is no material on the blog which could be construed as official information, indiscreet comments about prominent citizens in your host country could damage the reputation of Austrade, the embassy and Australia. In accordance with the Code of Conduct for Overseas Service you must take all reasonable steps to ensure that your partner's blog does not inadvertently damage the reputation of Austrade, the Embassy and Australia.

#### Scenario 3:

For security reasons Austrade staff should not divulge travel arrangements or whereabouts using social media applications. It is also recommended that these tools not be used for staff personal travel.

## Austrade Institute – Online Course Content Shell Template

Topic Heading: <b>Conclusion</b>	Page 20 of 23
<b>Page Content</b>	
<p>Congratulations! You have completed the <b>Austrade Social Media Module 1 "Safe Social Media Practice"</b> online course.</p> <p>Now it's time to test your knowledge with a short assessment about the information in this course. This is an important element of Austrade's commitment to providing you with the tools to understand social media, as well as the APS and Austrade guidelines and policies.</p> <p>Before you can start the assessment you need to have worked your way through the course. To successfully complete the assessment you must achieve a <b>100%</b> pass mark.</p> <p>If you don't answer all questions in the assessment correctly the first time, you may attempt them again. The questions that you answered correctly will hold their answers. <b>You will only need to answer the questions that were incorrect.</b></p> <p>When you attempt the assessment please read each question carefully and select the correct answer/s by clicking the appropriate button/s. Once you have completed the assessment click 'Done' to submit your answers.</p> <p><i>When you are ready to attempt the final assessment click next page.</i></p> <div data-bbox="322 874 1704 1059" style="border: 1px solid black; background-color: #f0f0f0; padding: 10px;"><p><b>Please note if you intend to register as an Austrade Social Media Spokesperson or manage a social media presence on behalf of Austrade or the Australian Government, you must also complete Module No.2 "Proactive Social Media Campaigning".</b></p></div>	



## Austrade Institute – Online Course Content Shell Template

Topic Heading: <b>Assessment</b>	Page 21 of 23
Page Content	
<p>Q1. Completion of Module 1 "Safe Social Media Practice" enables Austrade employees to create social media sites on behalf of Austrade.</p> <ul style="list-style-type: none"><li>• True</li><li>• <b>False</b></li></ul> <p>Q2. Any Austrade employee is empowered to act as an organisation spokesperson in social media.</p> <ul style="list-style-type: none"><li>• True</li><li>• <b>False</b></li></ul> <p>Q3. I do not need Austrade approval to create a personal Facebook presence.</p> <ul style="list-style-type: none"><li>• <b>True</b></li><li>• False</li></ul> <p>Q4. I should amend the default privacy settings in social media to prevent unrestricted public access to my posts.</p> <ul style="list-style-type: none"><li>• <b>True</b></li><li>• False</li></ul>	

**Page Content**

Q5. It is ok to list Austrade as my employer in my personal Facebook profile.

- True
- False

Q6. Austrade employees can blog on trade issues without authorisation, provided it is done anonymously.

- True
- False

Q7. Austrade's social media modules 1 and 2 supersede Austrade's IT security policy.

- True
- False

Q9. Austrade staff who are not accredited social media publishers must still be mindful that their online participation does not cause a conflict of interest with their public servant role and does not inadvertently damage the reputation of Austrade, the Australian government, and Australia.

- True
- False

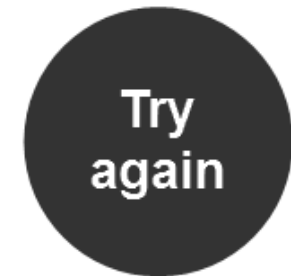
Unfortunately you did not pass the assessment.

Please click the ***Try again*** button to attempt the assessment again. The questions that you answered correctly will hold their answers. You will only need to answer the questions that were incorrect.

*Alternatively, you can select the **exit** button to close the course and try again later or click the **home** button to go back to the beginning of the course to review the content.*

Your score is:

XX



Or



Congratulations! You have completed the course and passed the assessment.

Please click the **Close** button below to exit the course.

*Alternatively, you can select the **exit** button to close the course or click the **home** button to go back to the beginning of the course to review the content.*

Congratulations!

You have passed with a score of:

100

Close  
the  
course