

**Audience**

General Public

**Category**

People

## Policies and Procedures

# Social Media Policy

This document was endorsed by Director, Communications and Media.  
It was last reviewed in January 2024 and is scheduled for review in January 2025

For further information or questions, email [media@sbfeo.gov.au](mailto:media@sbfeo.gov.au)

<b>Custodian</b>	Director, Communications and Media
<b>Last revised</b>	24/01/2024
<b>Approved</b>	Director, Communications and Media
<b>Review date</b>	24/01/2025

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## Overview

The Australian Small Business and Family Enterprise Ombudsman (ASBFEO) uses social media to share links and information about our organisation and its work.

Your comments, posts, messages and input are welcome, provided they show courtesy and respect to others, and encourage a respectful dialogue and comply with our values and policies.

## Social media channels

You can find us on these social media channels:

[ASBFEO X](#)

[ASBFEO LinkedIn](#)

[ASBFEO Facebook](#)

[ASBFEO Instagram](#)

Social media channels are updated and monitored during standard business hours: 8:30am – 5:30pm from Monday to Friday (AEST/AEDT), excluding public holidays. Accounts may be monitored outside of business hours, subject to staff availability.

ASBFEO may choose to republish (e.g., 'repost', 'share' or reference) social media content (e.g., posts, events) that contains information or links to material related to the ASBFEO portfolio. We may also 'follow' or 'like' organisations or individuals involved with, or actively discussing relevant policy issues. These practices do not constitute endorsement by the ASBFEO.

## APS Values and Code of Conduct

ASBFEO publishes a Social Media Policy for its staff to guide their use of social media, in both an official and non-official capacity.

The [APS Values and Code of Conduct](#) govern the use of social media by public servants. Consistent with these policies, our employees are expected to maintain a high standard of conduct and behaviour online.

## Terms of use

We welcome questions and commentary on our social media pages, but we expect users to be relevant and respectful.

When engaging online, we expect that you:

protect your personal privacy and that of others by not including personal information of either yourself or of others in your posts (for example, names, email addresses, private addresses or phone numbers)

- represent your own views and not impersonate or falsely represent any other person.
- do not post material that infringes the intellectual property rights of others
- do not be abusive, harass or threaten others; do not make defamatory or libellous comments
- do not use insulting, provocative or hateful language; do not use obscene or offensive language



- do not promote commercial interests in your posts; do not post overtly party-political comments
- do not make unproven or unsupported accusations against individuals or organisations
- do not conduct any illegal activity or solicit the performance of any illegal activity
- do not make comments that are irrelevant to the topic being discussed.

The ASBFEO reserves the right to enforce our terms of use. User generated comments are not edited, but we may report or remove any content or comments containing spam, profanity, or otherwise objectionable or prohibited material. We may also block or delete a user if these terms have been breached.

## Privacy

The ASBFEO may record information posted to social media accounts and use that information for administrative purposes, for record keeping and for considering and/or addressing any comments made. No attempt will be made to further identify people except where requested and authorised by law.

Visit the ASBFEO website for our full [privacy statement](#). If you have any queries, concerns or require further information relating to privacy please contact us by one of the means described on our [contact web page](#).

Our use and protection of information is also governed by the provisions of the Australian Small Business and Family Enterprise Ombudsman Act 2015 (Cwlth).

The ASBFEO is not responsible, liable for and does not endorse the privacy practices of social media platforms or any websites that are linked from them. Use of social media and any linked websites is at the individuals own risk.

When posting to a social media site, it is important to understand the tool/platform being used. Read the terms of service, and do not rely on a social media site's security setting as a guarantee of privacy. Remember that content published online is, or may become, publicly available, even from personal social media accounts.

## Media enquiries

The ASBFEO does not respond to media enquiries via social media. Direct media enquiries to 0448 467 178 or [media@asbfeo.gov.au](mailto:media@asbfeo.gov.au).

For general, non-media related enquiries, visit [Contact us](#).

## Social media contact

For enquiries regarding the ASBFEO's use of social media, please email [media@asbfeo.gov.au](mailto:media@asbfeo.gov.au).

## Disclaimer

Posts by third parties do not reflect the opinions or policies of the ASBFEO. The views expressed by individuals are those of the individual contributor.