

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Arts Portfolio Agencies

Supplementary Budget Estimates 18-21 October 2010

Question: PM 96

Topic: Social Media

Asked By: Senator Abetz

Type of Question: Written

Date set by the committee for the return of answer: 3 December 2010

Number of pages: 5

a) Has the department instituted any policies or protocols that restrict or deny staff the use of Youtube; online social media, such as Facebook, MySpace and Twitter; and access to online discussions forums and blogs? If yes, please explain what restrictions has been put in place. Why were these restrictions put in place?

b) IF NO: Why not? (for example there may be legitimate reasons for some staff to access these sites for legitimate purposes)

c) Are staff utilising these sites during work hours? If yes, how many hours are spent on these sites? What time are these sites most accessed (i.e. lunch time?).

d) Will measures be introduced to restrict access to these sites?

Answer:

Australia Council

a) No.

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- b) Accessing these sites is a necessary part of Australia Council operations. The Arts and Culture industry relies heavily on social media for its communication function.
- c) Yes. The Australia Council has not monitored social media usage by staff.
- d) No

National Film and Sound Archive

- a) No. The NFSA has implemented a Social Media Policy. This policy encourages and establishes guidelines for appropriate use of social media tools within the work context.
- b) Access is not currently restricted because the NFSA uses social media sites to communicate and promote its services, programs and collections, and to conduct two-way communication with program audiences and stakeholders.
- c) Yes. NFSA's staff use of social media sites is integral to the work of the NFSA. Internet traffic is logged, there are systems in place to restrict access if required and a Social Media Policy to advise staff of appropriate usage. Staff are not required to record usage.
- d) No.

National Gallery of Australia

- a) Yes. The NGA uses a system called Message Labs to manage staff internet access. The system is an outsourced solution which allows the NGA to define what websites and services are accessible to staff. The following access rules apply in relation to each category:

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Youtube - access is allowed but all access, including data consumed and time spent on the site, is logged for inclusion in reports.

Social media - access is blocked for most staff apart from period between 12pm and 2pm each day when staff may access such sites during their lunch hour. Some staff in the NGA including Marketing, Publications and Multimedia teams have permanent access to social networking sites to facilitate interaction with the public and marketing of the NGA's programs.

Access to online discussion forums and blogs - access is allowed but logged.

- b) Not applicable.
- c) Yes. Social networking sites may only be accessed by most staff during lunch times and this is the period of peak usage.
- d) There is no plan to further restrict access to these sites and services, however the NGA may review access configuration at any time if the current protocols prove to be problematic or detract from productivity.

National Library of Australia

- a) The Library does not restrict or deny staff access to social networking sites. The Library's "Internet and Email Usage Policy and Guidelines" encourages staff to familiarise themselves with such sites with the requirement that personal use should not impact on regular work.
- b) Staff use social network sites to support a range of the Library's activities, for example, Facebook, blogs and twitter are used for communication with the public. YouTube is used to distribute video guides on the use of Library collections and services, and online discussion forums form part of the Library's online support and reference services to the public.

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- c) Library staff are able to use social networking sites during work hours in accordance with the “Internet and Email Usage Policy and Guidelines” . Details of staff hours spent on these sites is not available.
- d) It is not intended to restrict access to social media sites if accessed in accordance with the “Internet and Email Usage Policy and Guidelines”.

National Museum of Australia

- a) No.
- b) The National Museum of Australia is a social history museum. The Museum engages with Australian citizens from all walks of life, in all states and territories in respect of our shared histories and stories. Our exhibitions and programs, including school programs, reach out and invite people to participate with the Museum by sharing their stories, commenting on historical issues and being involved in collecting and collections. Social media platforms such as Facebook, Flickr, Twitter and YouTube are virtual spaces where we can engage with a wide range of Australians, particularly young Australians who are digital natives. In addition, these spaces are widely used by museum professionals, both in Australia and overseas, and provide effective channels for professional networking.

The Museum's public outreach through social media channels includes four blogs, a Ning space, a Flickr stream where we publish images and run groups and programs, a YouTube channel, a Facebook page and a Twitter feed. Museum staff also participate in professional social media spaces like Museum 2.0 (a blog hosted in the US) and Museum 3 (a Ning site hosted in Australia).

Web, Multimedia, Marketing, Education and Curatorial staff are the most active in using social media spaces to engage with the public as part of their work. Other

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Museum staff are more likely to engage in professional social networks, including social media set up for conferences or government consultation such as Gov 2.0. Access is spread throughout the day. Museum staff across a range of job descriptions use social media sites hosted by other museums or other organisations for research purposes - researching content for Museum activities, or researching the use of social media by other museums, both in Australia and overseas.

The Museum does not restrict access of any staff to social networking spaces and has implemented an IT Acceptable Use Conditions policy to advise staff on the acceptable use of the Internet while at work.

The Museum does not have the necessary reporting tools required to provide statistics on when these sites are being accessed by staff and for how long.

c) No.

Screen Australia

a) No.

b) The sites are not blocked because they are used by Screen Australia as part of its activities to promote, research and track Australian screen production and funding initiatives. Communications through these sites are integral to Screen Australia's development, production and marketing activities.

c) These sites are accessed by Screen Australia staff during work hours as required. Screen Australia does not currently monitor access and usage of these sites.

d) No.