What you need to know

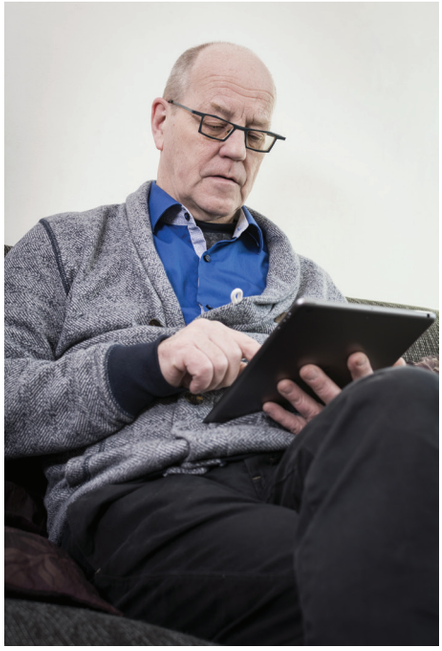
NSW STATE EMERGENCY SERVICE

Personal Use of Social Media Policy

What is the policy for?

The policy defines the operation of social media within New South Wales State Emergency Service (NSW SES).

The policy focuses on use of social media by NSW SES members in a private or personal capacity.



Why do we have the policy?

Social media's growing popularity creates a new set of opportunities, challenges and risks for NSW SES and its members. This policy seeks to assist Members to harness the benefits while minimising the risks of social media.

This policy aligns with existing NSW SES policies, such as the Code of Conduct & Ethics, our TARPS values, other media policies, and policies related to acceptable use of sensitive and confidential information and technology.

Key points of this policy

- This policy sets compulsory standards for NSW SES members when using social media in a private capacity, especially if they identify themselves as a member of NSW SES, either directly or as part of a user profile, by stating their NSW SES role, or if they can be identified as working for NSW SES via the content of their postings.
- Members' conduct on social media, either on or off duty, can reflect on NSW SES. All members must protect the brand, image and reputation of NSW SES through behaving lawfully and appropriately, consistent with our Code of Conduct & Ethics, TARPS values, and this policy.
- Social media is public comment - there is no such thing as a 'private' social media site, regardless of privacy settings. Posting information on-line is no different from publishing in a newspaper. Any comment made on social media by a member about NSW SES is public.
- Members must not make any comment in external social media about any incident, NSW SES policy or procedure without prior authorisation in accordance with the NSW SES Media Policy.

FAQs

1. **What should I consider before making a comment in a private capacity on social media?**

   Personal use of social media is not exempt from laws and regulations governing personal liability across any other communication medium. Such communication must not indicate that you speak on behalf of NSW SES. You are responsible for what you post on your and others' site(s).

2. **Who should I contact for further information in relation to the NSW SES social media policy?**

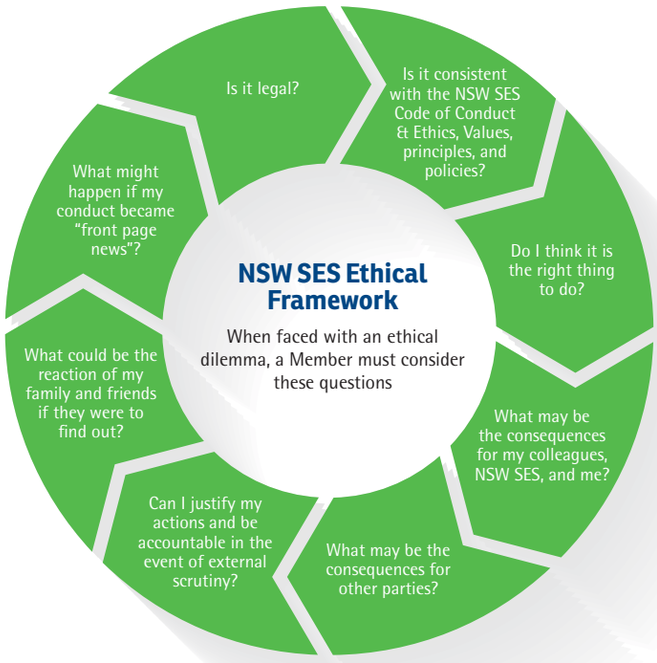
   For further information and guidance on anything related to the Social Media Policy please write to corporatecommunications@ses.nsw.gov.au

Code of Conduct and Ethics

Our Values TARPS

Our values, very simply, are the standards of conduct and ethics expected of each and every Member acting for NSW SES.

- **T** Trust
- **A** Accountability
- **R** Respect
- **P** Professionalism and Integrity
- **S** Safety and Service



If you are unsure about what to do, speak to a Controller, Region Controller, Manager, Director, Deputy Commissioner, or the Commissioner.