Social Media Frequently Asked Questions

Various questions have been raised regarding social media. A simple FAQ sheet has been created to address those questions about setting up an account on Facebook on behalf of the NSW SES.

I want to create a Page on behalf of a Region or Unit, what do I need to know?

Creating a NSW SES Page means you are creating a government social media channel. This Page is NOT your Page but that of the NSW government. If you brand the Page with NSW SES logo, campaigns and SES name, you are creating a Page on behalf of NSW SES and therefore are subjected to the responsibilities, policy and guidelines of the NSW SES.

You can become familiar with both the Corporate Use and Personal Use Social Media Policies on EOS under Documents > Policy

You can also view various branding resources at Brand Online

What is the difference between a Page or a Group on Facebook?

Facebook Page: You can look at creating a Page if you want to promote a business, service or public figure. A Page is useful when promoting products and services. NSW SES purpose for establishing Facebook Pages for SHQ/Regions and Units are basically the same even though the strategy at each tier is slightly different.

The main purpose using social media channels is to fulfill our legislative requirement to warn the communities of NSW before, during and after flood, storm and tsunami emergencies. Remember this is Public Information.

Our target audience is always the communities of NSW and not members of NSW SES.

Facebook Group: A Facebook Group works similar to an online forum. You can invite users to join the group, either within the settings or emailing contacts with the link to join the group. Using their individual accounts can contribute to conversations and discussions within the group.

I am an admin of a group, how do I moderate and manage my group?

If you have created a NSW SES group to discuss projects or engage with team members with similar interests, you will, by default become the admin of the group. You can assign other members in the group to also be an admin and help with managing the group. However, it's good to note that once you make another person an admin of the group they can remove you as an admin.

Within the group you can configure the settings around privacy, posting and general notifications.

When you create groups on behalf of the NSW SES we suggest you make the group settings 'closed' -this means users are able to search for the group but can only see conversations once they join and are accepted in the group. This means not every internal discussion can be easily viewed by the public. Make no mistake just because the group settings is set to 'closed' doesn't mean all content is private. This is social media and information can still be accessed.

How do I check that a user requesting to join my group is a current NSW SES member?

The easiest way to double check whether a user is a current NSW SES member is to open the contact directory on EOS and search for the name of the user requesting to join against a match in the contact directory. If you are unsure, ignore the user, if they re-add themselves you may wish to ask them via private message if they are a member or if they go by a different name that you can double check.

I don't want to add other work colleagues and members as a friend on my personal Facebook account.

Simply put, you have no obligation to add any members as a

friend on your personal social media channels if you choose not to do so. If you choose to engage on social media in a work/volunteer capacity it is entirely your choice.

Exceptions i.e. making you an admin: On occasion you may be asked to become a friend by other members who happen to be admins of a group or page when they need to make you an admin. Once they have done this you can then delete them.

I am concerned about my privacy. Should I created another 'work/member' account?

Creating multiple accounts can be done but it means you will have another account to manage. Some members create a 'work/member account' and the only difference here, is that they use the NSW SES email address rather than a personal email address when creating their new Facebook account.

Depending on how involved you are with managing NSW SES Pages or groups you may wish to create a separate account that is separate from your personal account. Please understand if a Director or Manager does not wish to add you as a friend, don't take it personal as they may not want to engage in work matters via social media, it is an individual choice. Emails and Phone calls always take precedence if you wish to get in contact with staff.

Sometimes it can get confusing managing multiple online social channels so always call or email first before you try to connect online unless you are aware that the member is active on a particular social networking channel.

Can I create a work account for my Region or Unit that will allow multiple members to access?

Facebook won't allow you create a generic account with a generic name for example:

First name: Kiama
Last name: Ops
Email: kiama.ops@ses.nsw.gov.au

If you do this you run the risk of not being able to track who publishes a post on behalf of that account as there may be several users. It is advised against setting up an account this way.

What is the online strategy for SHQ, Regions and Unit Pages?

All: To fulfill our legislative requirement by warning the communities of NSW before, during and after flood, storm and tsunami emergencies.

State: General NSW operational information, preparedness and recovery information, brand awareness, volunteer stories and awards, warnings and alerts, statewide campaigns.

Region: Regional and statewide information, brand awareness,

warnings and alerts specific to your location, local community engagement events and statewide campaigns.
The unique selling point is localised information that your audience may not always be able to access from the State Page.

Unit: Team jobs and photos, community stories, preparedness information, volunteering opportunities, local community engagement events and stories, statewide campaigns.

All NSW SES Pages should not publish the following:

• Training and corporate conferences photos
• Blurry or dark photos
• Internal communications i.e. Uniforms, team meetings etc
• Personal opinions
• Endorsement of a company or its products or services
• Asking for donations for other organisations and foundations
• Uploading old graphics that are not a part of our current branding and style guidelines.
• Volunteers without correct PPE or people driving through floodwater.

I am part of a business unit at SHQ and want to promote awareness about our section, should I create a group?

It is not advised to create separate groups to disseminate activity within your section.

Please use the NSW SES Member Communication group to keep all members up to date. Alternately you can send out emails or create a news article on the EOS homepage.

How should I promote events and campaigns on my Region/Unit Page?

All NSW SES Pages should consider publishing posts in the following way:

• Including an image (possibly branded image) you can use any NSW SES stock photos on Flickr
• Shortening Links. You can shorten long URLs using sites such as bitly here: https://bitly.com/
• Have a call to action – at the end of your post i.e. To find out how you can prepare NOW for storm season: www.stormsafe.com.au
• Include videos from the NSW SES YouTube site if relevant
• Share content from the StormSafe, FloodSafe and TsunamiSafe websites

I want to write articles and publications that can help my local communities be safe around storm or flood emergencies. Is there a way I can submit an article on our NSW SES website, how can I contribute?

Great news! With the new website project underway it's not too long now before any member with great writing skills will

be able to contribute to the NSW SES website. You will be able to create web articles relevant to a location, submit the article for approval and once approved share to any Region or Unit Facebook Page to get your content out there.

If you are interested in learning more about the NEW website project you can join this members group here

I have published a great post that might be worth sharing on a statewide audience, how do I go about this?

If you have a post you think might work well for a statewide audience you can email the Media and Communications team at media@ses.nsw.gov.au

Be sure to send a link to your post and any information. The team will see if the content is appropriate for a statewide audience.

Please note, not all posts will be shared on the state page. The media team will determine if the post is suitable for a statewide audience.

Offical NSW SES endorsed social media channels:

Facebook (Units/Region): Audience - local diverse communities
Twitter (Region): Audience - Media outlets
LinkedIn: State Headquarters Business Page

If you have any other questions or need further clarification to any of the above answers, please don't hesitate to contact the Web and Social Media Coordinator: tanya.arginovski@ses.nsw.gov.au

How do I read more about the current social media policies?

Corporate Use of Social Media
Personal Use of Social Media

Also there are cut down 'cheat sheets' avaliable for all members here: http://117.53.163.75/sesbrandonline/social-media/social-media-fact-sheets