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Media Liaison, Social Media and Digital Security

Principles applied

175. Our Communication team are the experts in understanding the media and how comments or content provided to the media impact on the Commission's reach, relevance and reputation

176. Appropriate members of the Communication team cultivate relationships with journalists, and manage media enquiries

177. Social media engagement based on representation, responsibility and respect (three Rs)

178. Social media training provided as and when required and generally those who are media spokespeople should have undertaken media training

179. Media contact includes but is not limited to providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interview or briefings, disclosing information to the media, comments on talkback radio, addressing aa seminar or conference where the media are present, and media activities for events, reports, and launches

180. We keep our Communications team up to date on events, announcements, emerging issues of potential media and public sensitivity etc

181. Media activity relating to a project is discussed with the Communications team

Fixed Policy Rules

182. Human Rights Advisors, legal, ENC and Complaints provide content expertise for media content as required

183. Any highly contentious issues the Chief Commissioner and the CE must be advised. In the case of the OHRP the DHRP must be advised

184. Any media release criticising a Minister or their agency's policy or practice the Minister's media advisor must be advised prior to the release

185. Where appropriate Commission spokespeople are briefed and debriefed

186. We treat journalists with respect and are courteous

187. Staff are not to comment to media unless authorised to do so by the CE, CC or the DHRP

188. Staff must request a journalist's name and contact details if contacted by a Journalist. The information is emailed to a member of the Communication team

189. All media engagements are "on the record", truthful and accurate.

190. All media enquiries and Commission responses are responded to and logged by the Communication team

191. Personal or contact details of staff, stakeholders, spokespeople, Commissioners etc are not provided to the media without prior consent

192. Don't post material that is insulting, derogatory, politically partisan, obscene, defamatory, threatening, or discriminatory.

193. If you are using any mobile device to synchronise to the Commission email (including personal phones), you must register the device with the ICT Adviser

194. Your manager, the DHRP or CE must be consulted before purchasing or using new hardware, software, applications etc. that might have implications on HRC's network and security

195. Email and internet are available as a business tool for work activities you must not violate the **SSC CoC** and the Commission's Code of Conduct

196. We abide by the SSC responsibilities in the lead-up to, and in the period immediately after, an election **SSC Parliamentary Elections**

197. If you need to share files that are too big to email, contact the ICT Adviser

198. We encourage you to exercise caution should you wish to install personal games/apps. Such installations must be from reputable sources. No unauthorised or unsafe games/apps be installed

199. Where airline security measures allow, take any Commission devices as carry-on luggage, (check airline and confirm electronic devices policies before you travel

200. Passwords must be unique and secure

201. Keep us safe by not writing down your passwords, not sharing sensitive information while on public Wi-Fi (unless with direct access), not plugging in unknown USBs, not opening emails or attachments from unknown or suspicious sources

202. Don't put customer or confidential information in non-approved systems like Dropbox, WeChat etc.

203. A project/programme wanting/requiring a social media platform requires a social media plan

204. Appoint a moderator to any Commission social media site

205. We adhere to State services SSC: Principles for interaction with social media

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