

## Guide for Managing Social Media

This document outlines what you as a social media page owner could do to moderate comments and enquiries across your channels.

### Setting Expectations

If publishing these guidelines on your Facebook page, you can include this in the “About” section. On Instagram, you can include a link in your bio.

Have a look at the Department of Health social media [guidelines](#) on our website and our [About](#) section on our Facebook as examples of how this can be published.



You could use the following text on your social accounts/website as your guideline around appropriate and acceptable behaviour to make sure everyone who interacts with your page is aware of the expectations.

### **There is zero tolerance for bullying and harassment online.**

#### **How is this page managed and how is the content moderated?**

We want everyone’s experience on our social media channels to be positive. So, we reserve the right to **ignore, block or delete** posts and users for any reason. Please be aware that if you are blocked from this Facebook page you will be unable to view the page content.

#### **Staying safe online**

Experiencing online abuse can have a devastating impact on your wellbeing and sense of safety. If you are feeling unsafe, Call Triple Zero (000) if you are in immediate danger. Contact your local police if there are threats to your safety or there are threats to your friends or family members.

### **What can you do when dealing with aggressive or abusive content?**

#### **Resist the urge to respond**

It can be hard but try not to respond or retaliate. People who say hurtful things often do so just to get a reaction. Minimise exposure. If possible, try to switch off at certain times of the day and/or create yourself a period of timeout.

If you are responding, be sure to keep the response on point, fact based, non-aggressive and non-personal.

### Save evidence

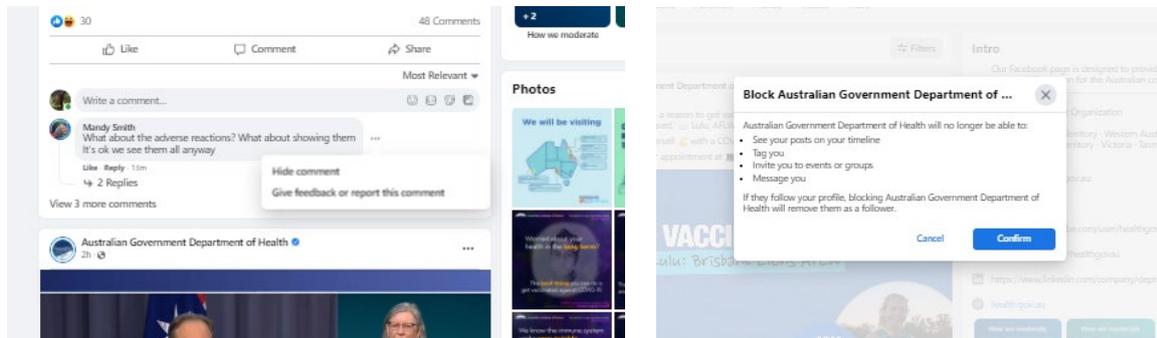
Your immediate reaction might be to make the abusive content disappear, but it is important that you keep evidence of it in case you need to report it. You could screenshot the content and save it as evidence.

### Report and block

You can hide abusive/inappropriate comments, see the example below. You can also block pages that are in breach of your guidelines.

Report the abusive user or account to the service or platform where the content or comments were posted. You can also report any misinformation about COVID-19 and COVID-19 vaccines directly to Facebook or Instagram. See below how to do it on Facebook.

For more information visit: [www.esafety.gov.au](http://www.esafety.gov.au)

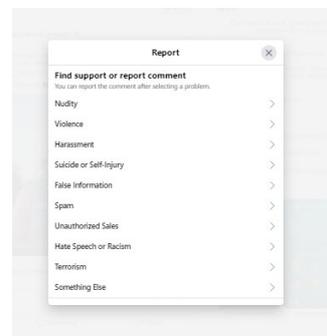


### Moderate

Here is some suggested text you could use in case of inappropriate or unacceptable behaviour.

*Hi @Username, we aim to keep our social channels informative, safe and inclusive. We ask that you be respectful and we would like to remind you of our community standards. Please take a look at the guidelines around appropriate behaviours and continue engaging on our page in a positive and respectful way. [ link to your guidelines]*

*Hi @Username, your recent activity is close to violating, (or has violated) the guidelines around appropriate behaviours on social media. We ask everyone remains respectful on our page. Please refer to the guidelines to understand what we expect when commenting on our post [add link to your guidelines]*



### COVID-19 related enquiries/comments

In case you receive comments or questions about COVID-19 or COVID-19 vaccines that you are not sure of or do not feel comfortable responding to, we recommend to refer to:

- [Health.gov.au](http://Health.gov.au) for any general comments
- [www.health.gov.au/covid19-vaccines/indigenous](http://www.health.gov.au/covid19-vaccines/indigenous) for comments regarding information for Aboriginal and Torres Strait Islander people about vaccines, or vaccination of Aboriginal and Torres Strait Islander people
- <https://www.health.gov.au/initiatives-and-programs/covid-19-vaccines/is-it-true> for comments that include misinformation