

Digital and Social Media Policy

Purpose

This policy has been developed to ensure that digital media communications produced by the Office of the Commissioner for Children and Young People (CCYP) are accessible, accurate, appropriate and safe. Further, the policy outlines behavioural standards expected of those who comment on / interact with, CCYP's digital and social media platforms and profiles.

Who this policy applies to

This policy applies to the Commissioner for Children and Young People (the Commissioner), the Commissioner's staff (CCYP staff), contractors, volunteers and any other authorised persons engaged by the Commissioner to work on the CCYP website and social media accounts. Further, the 'Social media moderation' section of this policy applies to users of social media engaging with content posted on CCYP social media profiles and pages.

Policy scope

The Commissioner maintains a website and social media accounts. From time to time, additional online media channels to those listed below may be established to provide information, promote awareness of the Commissioner's work and engage with the community about children's rights and wellbeing.

Our website

Our website contains a variety of information. We use it to promote awareness about the Commissioner's functions and activities and to increase awareness, knowledge and understanding of children's rights and wellbeing.

We are committed to having an accessible website. Our website content is written in plain language so that readers can easily understand and use the information we publish. Our website conforms to the Web Content Accessibility guidelines (WCAG) 2.2 and the World Wide Web Consortium (W3C) standards.

All website content must be approved by the Commissioner or an authorised staff member before publication.

Website content must not breach privacy, confidentiality or copyright requirements. Publication of images of children and young people on our website must comply with CCYP's Images and Other Recordings of Children and Young People Policy.

We regularly review our website to ensure its content remains accurate, up-to-date and appropriate.



Our social media use

We use social media to promote awareness of the Commissioner's functions and to increase public awareness of, and engage with the community about, matters relating to children's rights and wellbeing.

The following are the approved social media accounts of the Commissioner:

Facebook: @commissionerforchildrentas

Instagram: @Child_Comm_Tas

LinkedIn: @ChildCommTas

YouTube: @child_comm_tas

X (formerly Twitter): @Child_Comm_Tas (archived account)

The Commissioner may add or remove approved social media accounts from time to time.

All of these accounts are corporate (i.e. not personal) accounts.

Staff access to these accounts is authorised by the Commissioner. The accounts are managed by the Commissioner, or an authorised staff member, who must approve all outgoing communication published through these accounts.

Content published on these accounts must not breach privacy, confidentiality or copyright requirements.

Publications of photos or other images of children and young people must comply with CCYP's Images and Other Recordings of Children and Young People Policy.

Social media posts may only include photos or images of an individual staff member with that staff member's consent. Further, an individual staff member may only be named or tagged in a social media post with their consent and with the Commissioner's approval.

The Commissioner's accounts may 'follow' or 'like' other organisations' or individuals' accounts that are relevant to the work of the Commissioner. This does not imply endorsement. A decision to 'follow' or 'like' another account must be approved by the Commissioner or an authorised staff member.

Social media moderation

Though care is taken to cultivate safe and respectful online spaces through the provision of clear commenting parameters (outlined over) and timely moderation, the Commissioner does not accept responsibility for the comments of followers or fans on CCYP social media profiles. Comments of third parties are not representative of the opinions of the Commissioner or CCYP staff, and their accuracy may not be known.

While we encourage respectful discussion, we reserve the right to block or unfollow other social media users who post material which we deem to be discriminatory, offensive, intimidating, abusive, defamatory or which constitutes a breach of others' privacy.

The Commissioner reserves the right to hide or remove comments, posts or other content if they contain:



- violent, obscene, hateful, derogatory, discriminatory, illegal or racist comments, content, links or images or incite such comment or behaviour
- comments that threaten or defame any person or organisation
- solicitations, advertisements or endorsements of financial or commercial organisation and individual party
- multiple, successive off-topic posts by a single user
- repetitive posts copied and pasted or duplicated by single or multiple users
- offensive, inaccurate, false, misleading, deceptive or harmful comments or content
- material which infringes third party intellectual property rights
- any other inappropriate content or comments as determined at the Commissioner's absolute discretion.

The Commissioner reserves the right to ban or block users who do not comply with this policy.

Legislation

- *Commissioner for Children and Young People Act 2016* (Tas)
- *Child and Youth Safe Organisations Act 2023* (Tas)
- *Online Safety Act 2021* (Cth)

Related policies and procedures

DECYP (some links may not be accessible outside DECYP's systems)

- [DECYP Social Media Policy and Procedure](#)
- [Conduct and Behaviour Policy](#)
- [Information and Communications Technology Conditions of Use Policy](#)
- [Social Media Procedures for Account Administrators](#)
- [Schedule 1.4: Conduct Standards for Workers in all Other Settings](#)

Supporting information and tools

- [Office of the eSafety Commissioner](#)
- [Social Media Toolkit](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.2](#)

Authorisation

Authorised by: Ros Cornish, Interim Commissioner for Children and Young People
Last significant review: July 2026
Review due: June 2027