



Social Media Procedure

All staff using Social media including Twitter in a professional capacity will do so in accordance with the Court Services Victoria Social Media Policy.

Social media is a constantly evolving form of communication, it presents wonderful opportunities – and challenges for its users. Unlike traditional media such as newspapers, television and film, social media is relatively inexpensive and is very accessible. It instantly disseminates information to a world-wide audience, building relationships, connecting current and new users, and boosting the profile of the user.

Social media enables communication of targeted messages, internally and externally, to our community - the legal community, those with an interest in the law and the Law Library of Victoria (the Library), and the general public.

Purpose of this document

The purpose of this document is to provide guidance in the use of social media, and to govern the use of social media for Library staff and contractors. The Library aims for a consistent and positive message of what we are saying, how we say it, and to whom.

All employees are responsible for knowing, understanding and adhering to the guidelines outlined in this document. This document sits within the Marketing and Communications Plan, and is to be read in conjunction with Court Services Victoria Social Media Policy.

To ensure currency and relevance to the requirements of the Library, this document is to be reviewed annually. As of June 2016, the Library uses only one platform for social media, being Twitter, which was established in April 2013. This document will apply to any future accounts for social networking sites including (but not limited to) Facebook, Instagram, LinkedIn, Snapchat, blogs, forums, discussion groups and boards, instant messaging, and the like.

Purpose of social media

The **Law Library of Victoria Strategy 2016-2021** identifies a number of priorities and objectives for 2016-2017 and 2018-2021, one of which is for the Library to improve and increase their dissemination of information via social media platforms.

Ultimately, the purpose of the Library being active with social media is to stimulate ideas amongst Victoria's legal community, and the broader public, regarding matters of law, legal administration, access to justice, and innovation in justice.

Twitter account

The Library uses Twitter to broadcast, to communicate, and to share information. We may tweet and retweet **daily** on legal matters. Topics include, but are not limited to:

- Judgments of the Courts, with an emphasis on Victorian courts
- Law Library of Victoria Bulletin
- Significant updates to the Law Library of Victoria webpage
- Law Library of Victoria collection and services information
- Law Library of Victoria events and engagement
- Events within the legal sector in Victoria
- News reports
- Published research reports, studies, papers authored by, or relevant to the legal profession
- Trending topics (using a hashtag such as #LawWeek)
- Publisher information
- Changes in standard operations of the Library such as opening and closing hours

Emphasis should be placed on disseminating information that is freely available, not behind a paywall, subscription service or database and promotes the Law Library of Victoria services and products.

The Library will **not** provide legal advice or respond to any requests for such advice.

Note: Retweeting does not constitute an endorsement of the content or endorsement of the original author.

Twitter account - usage

@LawLibraryVic is our Twitter handle.

All staff using Social media including Twitter in a professional capacity will do so in accordance with the Court Services Victoria Social Media Policy.

Permission to tweet and retweet is limited to the Library staff as directed by the Director of the Law Library of Victoria. Username and password details are held and delegated by the Director of the Law Library of Victoria.

Opinion, comment or endorsement of any topic, organisation or person is to be approved by the Director of the Law Library of Victoria before publication. Library staff may not comment as a representative of the Library unless **authorised** to do so.

Staff designated to tweet have the authority to delete, block or remove any user or tweet posted by the public, other legal practitioners or any others that they deem to be inappropriate. The CSV Social Media Policy or Director of the Law Library of Victoria should be consulted if unsure of appropriateness and err on the side of caution.

It is the responsibility of the Manager Research Services and Community Relations to monitor the Library twitter usage and ensure the account is run in accordance with this policy. *For "Guidelines for twitter usage" please refer to appendices on page four of this document.*

Any external feedback or complaints should be directed to the Director of the Law Library of Victoria via llv@courts.vic.gov.au.

Law Library of Victoria disclaimer

The Library social media accounts and other methods of communication include a disclaimer to protect staff and the Library. The social media disclaimer is:

All attempts are made to ensure information disseminated on the Law Library of Victoria social media accounts originates from authentic and reputable sources. However readers are advised to verify all information and assume full responsibility for making their own assessment of the information provided.

The Law Library of Victoria does not provide legal advice. No liability will be accepted as a result of any reliance on this service.

The Law Library of Victoria reserves the right to block, delete or edit any users or posts on any Library social media accounts that are deemed by the Library to be inappropriate.

Dissemination of information originally written by a party other than the Law Library of Victoria does not constitute an endorsement of the content, or endorsement of the original author.

The Law Library of Victoria manages this account in accordance with the Court Services Victoria Social Media Policy and other related policies and procedures. All feedback, comments and complaints should be directed to llv@courts.vic.gov.au

Personal use of social media

The Library recognises that staff may use social media in their personal life. This document does not intend to discourage or limit personal use or expression.

When accessing social media via the Library's internet and intranet systems you must do so in a manner that is considered 'reasonable' so as to not interfere with your work, and is not inappropriate or excessive.

It is recommended to not say anything in personal social media channels which may be interpreted as representing views of the Library, particularly in a negative, defamatory or unethical way.

Compliance

Depending on the circumstances, non-compliance may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of the law.

Those who fail to comply with this document and the Court Services Victoria Social Media Policy may face disciplinary action and, in serious cases, termination of their employment or engagement. Any breaches of this document should be reported to the Director of the Law Library of Victoria.

Privacy

The Library does not collect information of people who use or post to the Law Library of Victoria social media accounts.

All information published on social media should be regarded as permanently in the public domain, and cannot be deleted. Before posting ensure you maintain your personal privacy, the privacy of your work colleagues and business confidentiality.

Publication of information relating to a matter before the court, or publication of information that can identify victims is restricted by legislation including, but not limited to, the [Judicial Proceedings Reports Act 1958](#); the [Family Violence Protection Act 2008](#); the [Personal Safety Intervention Orders Act 2010](#); the [Children Youth and Families Act 2005](#) and the [Family Law Act 1975](#).

APPENDIX I - "Guidelines for twitter usage by Library staff"

The **Law Library of Victoria Strategy 2016-2021** identifies a number of priorities and objectives for 2016-2017 and 2018-2021, one of which is that the Library will improve and increase their social media profile. This appendices is designed to provide guidance to Library staff of social media, namely Twitter.

What we will share via social media:

- Judgments of the Courts, with an emphasis on Victorian courts
- Law Library of Victoria Bulletin
- Argus daily articles with image
- Significant updates to the Law Library of Victoria webpage
- Law Library of Victoria collection and services information
- Law Library of Victoria events and engagement
- Events within the legal sector in Victoria
- News reports
- Published research reports, studies, papers
- Trending topics (using a hashtag such as #LawWeek)
- Publisher information (for example training events, but NOT product launches and the like.)
- Changes in standard operations of the Library such as opening and closing hours.

Frequency of posts on social media

Frequency of use of social media is somewhat dependant on current topics in the news. When using Twitter, on average the Law Library of Victoria should post a minimum of 5 items per day and not exceed 10. These figures exclude Court of Appeal judgments. All Court of Appeal judgments should be tweeted.

Other forms of social media will be evaluated when accounts are created.

Who is responsible for posting on social media accounts?

Staff designated by the Director of the Law Library of Victoria will be responsible for posting on the LLV social media accounts, E.g.: the Electronic Services Librarian and Judgments Officer will tweet Court of Appeal judgments.

These designated staff also have the authority to delete, block or remove any user or social media post which has been posted by the public or any others that they, the staff member, deem to be inappropriate. Consult the Court Services Victoria Social Media Policy or Director of the Law Library of Victoria if unsure of appropriateness and err on the side of caution.

Ongoing monitoring and evaluation of social media

All social media accounts will be monitored daily by the Manager Research Services and Community Relations. The Manager will oversee compliance with this policy, evaluate usage and statistics, review all policies and procedures and continually develop the social media use in alignment with the Law Library of Victoria marketing plan (currently under development).

Using these guidelines will enable you to be responsible and diligent. If still in doubt don't.