



Departmental Social Media establishment checklist

Introduction

This checklist is designed to assist departmental areas to assess the appropriateness and validity of establishing social media accounts. The checklist also highlights ongoing responsibilities in relation to [maintaining social media accounts](#).

Please circle 'yes' or 'no' to the following questions to assess suitability.

Have you contacted Strategic Communication and Engagement to discuss the appropriateness and need for establishing a corporate social media account?	Yes	No
Does your proposed social media account differ in terms of audience, messages and approvals to the DoE corporate social media sites?	Yes	No
As a minimum, the account is either monitored seven days a week or suitable controls are in place to ensure inappropriate content is hidden as soon as possible. Have you considered how after hours monitoring will be managed?	Yes	No
Have you determined who will create content and maintain the account? Who will approve the posts? (Director/Executive Director)	Yes	No
Have you done risk assessment including escalation procedures to manage complaints or responses to critical incidents?	Yes	No
Do you have appropriate record keeping process in place and adhered to? These should align with current advice from Queensland State Archives .	Yes	No
Have you read the Social media for school and departmental promotion procedure ?	Yes	No
Have you read the Queensland Government Social Media Guide ?	Yes	No
Has your staff, who will manage social media accounts for the department, completed the Introduction to social media management training ?	Yes	No
Have you read the Terms of Service on the nominated Social Media sites? Facebook Instagram Twitter YouTube	Yes	No



If you circled **'yes'** to all questions, it is **likely** that the proposal is acceptable.

If you circled **'no'** to any of the questions, then it is **unlikely** that the proposed social media account is acceptable, and further negotiations will be required to bring it into line with the policy. Please contact Strategic Communication and Engagement for further advice.

Contact:

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