

# Defence social media terms of use

Official Defence social media profiles are the voice of Defence across social media platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube.

Defence social media informs, engages and educates audiences by demonstrating the efficiency and excellence of the people, operations and capability of Defence. Using a mix of visual and audio content, Defence social media produces and delivers current content, relevant to the reality of the Defence work environment.

## Defence social media – Terms of Use

Defence aims to make using our social media presences as easy and rewarding as possible. Defence uses a number of social media networks to complement its traditional public outreach activities. These include Facebook, Instagram, LinkedIn, Twitter and YouTube. The number and nature of Defence social media presences will change over time.

The following disclaimer applies to all social media presences in use by Defence at any given time, regardless of whether they are listed on the Defence website at

<https://www.defence.gov.au/socialmedia/>

Social media services may occasionally be unavailable and Defence accepts no responsibility for lack of response due to network downtime.

Defence reserves the right to close any of its social media presences, for any reason, without notice.

Defence personnel must read and comply with the Defence Media and Communication Policy and any other relevant social media policies and/or standing orders before posting or commenting on any social media site.

By accessing Defence social media networks, you indicate your acceptance of these 'Terms of Use'. Defence may revise these Terms of Use at any time. You are expected to check this page from time to time to take note of any changes we make.

## Comments posted by users are not endorsed by Defence

Defence does not necessarily endorse, support, sanction, encourage, verify or agree with the comments, opinions or statements posted by users/members on Defence social media presences. Any information or material placed online by users, including advice and opinions, is the view and responsibility of those users and does not necessarily represent the views of Defence. We make no representation as to the accuracy of any user content, nor do we take responsibility for any user content or the content of any third-party websites linked to by any user content.

Defence endeavours to keep all social media presences up to date, however, Defence's website [www.defence.gov.au](http://www.defence.gov.au) should be regarded as the source of up-to-date information.

Journalists seeking an official Defence view on any issue should contact the Media team at [media@defence.gov.au](mailto:media@defence.gov.au)

## Responsibility for your content

Any information posted on Defence social media platforms is publicly viewable and searchable. What you post online may remain there indefinitely and can be found through search engines and online archives.

By posting content to Defence social media pages/networks/platforms you acknowledge and agree that:

- when you publish your content on each Defence social media page/network, you are allowing everyone, including other users, to access and use that information and to associate it with you
- you own or have obtained all necessary rights to use and publish your content on each page/network
- you create and provide your content on Defence social media pages/networks at your own risk and you are personally liable for your content
- you are not entitled to any payment from us in respect of your content or our use of it, and
- your name and your content may be collected, stored and used by us to respond to your feedback, communicate with you, and to help us research the needs of our users in order to improve our services. We may share this information with our related organisations and to third parties who provide services to us.

## Comment moderation

While Defence does not wish to stifle conversation on social media sites, users must not post or upload any comments or links to Defence social media presences that are unlawful, or may defame, discriminate, offend, interfere with privacy or infringe copyright or other intellectual property rights. Defence reserves the right to moderate comments and may remove any comments that, in Defence's opinion, are inappropriate, and may, during periods of reduced staffing or high demand, turn-off or limit commentary on Defence social media accounts.

## Moderation policy

When using an official Defence social media presence you may express your views, comments, ideas, insights and criticisms about the department. At the same time, you must show courtesy and respect to others and must not use the wall or feed to abuse others or expose others to offensive or inappropriate content.

Your comments/replies/content must not include any material that:

- defames, abuses, bullies, intimidates, harasses or otherwise violates the legal rights of any person;
- discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief;
- contains nudity, offensive, obscene or inappropriate language or material, hate speech, violence, threats, sexist or racist material or any other material that is considered indecent or degrading to any person or section of the community;
- constitutes 'trolling' or is deliberately disruptive or provocative;

- is multiple versions of the same view or make excessive postings on a particular issue;
- is irrelevant to the topic being discussed;
- is illegal or infringes any third-party intellectual property rights (such as copyright);
- contains personal information you do not wish to be available to the public, or contains personal information about anyone else without their consent;
- is fraudulent, incorrect, misleading or deceptive, including impersonation or falsely representing any other person or organisation;
- contains overtly party political comments, or
- personally, and negatively identifies a Defence staff member.

Comments and messages on Defence's social media presences are 'post-moderated'. This means that comments will be published automatically and reviewed by Defence after publication. While Defence reviews public comments on a regular basis, there may be times when inappropriate or offensive posts or comments that do not meet the terms of use appear before they can be removed.

Comments that violate the terms of use will be removed or not published. We will not edit comments.

Defence does not undertake to inform users when their comments and posts are moderated, however, we will warn and take appropriate action to suspend and expel users who regularly and consistently submit inappropriate content. Repeat offenders may be blocked from operating within Defence's social media presences indefinitely.

## Links

Links to external websites and other third-party social media presences from a Defence social media presence are provided as a convenience to users. The inclusion of any link (or retweet/share) does not imply endorsement of that website, content, social media presence, service or person by Defence. Defence is not responsible for the content or reliability of third-party links, or for any loss or inconvenience arising from their use.

While Defence tries to moderate content posted on its social media networks, Defence is not legally responsible for any material posted by third parties. You acknowledge that access to any links to third-party websites are provided for convenience only, and you are responsible for evaluating whether you want to use them.

## Social sharing

Defence may retweet third-party tweets from its official Twitter profiles and 'like' and 'share' content within its Facebook, Instagram presences and similar. Please note that this does not imply endorsement of the content and the content provider by Defence in any way.

Please do not participate in any Defence social media presence if you do not agree with the Terms of Use.

## Campaigns

Defence may run social media campaigns from time to time. These campaigns may have their own terms and conditions published on this page. Familiarise yourself with the respective campaign's terms and conditions should you wish to participate.

## Imagery

All image and video materials published on the Defence social media networks (our content) are our property and are protected by intellectual property laws. Our terms and conditions are located here: <https://images.defence.gov.au>

Except where the law expressly permits, you may not otherwise in any form or by any means use, reproduce, modify, distribute, publish or create derivative works from, or use for any commercial purpose, any part of our content.

## Privacy

When using Defence social media presences you should also familiarise yourself with our Privacy Policy located here: <https://defence.gov.au/Privacy.asp>