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## HQAAFC SI (ADMIN) 13-2

# SOCIAL MEDIA

### Amendment List

Amendment	Comment	Date	Authority
AL-00	Initial Issue	31 Oct 16	CDR-AAFC

## INTRODUCTION

- Social Media** is an integral part of society and an important form of communication, education and social interaction within the Australian Air Force Cadets (AAFC). While social network sites (SNS) can facilitate communications, misuse can have a serious adverse impact on the reputations and health of individuals and organisations. Consequently **all personnel** must use social media in a responsible and appropriate manner.
- The AAFC recognises that **AAFC members** may participate in SNS in their personal time and respects that what its members do in their personal time is their own affair. However, if during their participation in social media, an **AAFC member** references their association with the AAFC, or its **Parent organisation** or makes comments or includes content about the AAFC, or its **Parent organisation** an **Affiliated person** or any of their affairs, they are required to adhere to the relevant AAFC Code of Conduct and this instruction.

## AIM

- The aim of this instruction is to provide direction and guidance for the responsible and appropriate use of SNS.

## AUTHORITY

- Authority for the issue of this instruction is Commander - Australian Air Force Cadets (CDR-AAFC).

## SCOPE

- This instruction is applicable to **all personnel** and relates only to SNS. Affiliated SIs include:

SI(ADMIN) 7-1 - Unit Web Sites

SI(ADMIN) 13-3 - Media Management

## SOCIAL NETWORKING SITES

- Social Networking Sites (SNS)** encompasses a broad range of online activities, including, but not limited to:
  - discussion boards such as Whirlpool and GeekZone;
  - blogging, such as on media websites and micro blogging websites such as Twitter and SnapChat;
  - social networking websites such as Facebook, MySpace, Hi5 and LinkedIn; and
  - video and photo sharing websites such as YouTube, Vimeo, Pinterest and Flickr.
- Creating AAFC Websites.** Unless specifically authorised to do so, no member is to create, administer or manage a social media site or any group page that refers to the AAFC. The ADF Cadets and the AAFC have official group pages administered by authorised personnel in accordance with [SI\(ADMIN\) 7-1 - Unit Web Sites](#)
- Registering websites.** AAFC personnel creating unofficial websites for unit or cadet activities must register the website in accordance with [SI\(ADMIN\) 7-1 - Unit Web Sites](#).

## CONDUCT IN SOCIAL MEDIA

9. AAFC personnel are entitled to exercise their freedom of expression through the use of social media, so long as:
- it is consistent with their legal and ethical obligations regarding the use of official information and behaviour towards other people;
  - their actions do not contravene their obligations concerning disclosure of official information, privacy, security, copyright, decency and child protection;
  - the reputation of Defence, the ADF Cadets and AAFC is safeguarded; and
  - comments on SNS are not political.
10. **All personnel** must consider and apply the standards of the code of conduct when participating in social media activities in circumstances where:
- reference is made to the AAFC or its **parent organisations** or where that association is apparent
  - comments or content about the AAFC or its **parent organisations** or an affiliated person or their affairs is made on SNS.
11. Annex A provides guidance on the use of social media for AAFC and is to be read by all members. Members will be held responsible for their online conduct where that conduct harms or has the potential to harm the reputation or interests of the AAFC or its **parent organisations**, another **AAFC member** or an **affiliated person**.
12. AAFC personnel using social media other than in an official capacity must neither claim nor imply that they are speaking officially on behalf of the AAFC or ADF Cadets. If a member discloses that they are a member of Cadets or implies an affiliation with the Cadets, they must state that their views are their own and not those of Cadets, Defence or the government by using a disclaimer such as,
- 'The views expressed are mine alone and do not reflect the views of the ADF Cadets.'*
13. **Using Cadet/Defence resources.** Personnel should not use their CadetNet email address for or in connection with any purpose that is not consistent with AAFC requirements and AAFC Code of Conduct, or which may be prejudicial to the discipline or reputation of the AAFC. Where a member uses their CadetNet address for any purpose, they are recognisable as AAFC and assumed to be representing the AAFC. Consequently, **All personnel** must:
- comply with the guidance for general use of social media at Annex A;
  - describe their role and position within the AAFC;
  - not attribute content or make comments about the AAFC or affiliated organisations without authorisation (see SI – Media Management)
14. AAFC personnel using social media in a personal capacity **must not** post or display:
- proprietary AAFC information;
  - Defence/ADF Cadets/AAFC logos or insignia unless otherwise approved;
  - private details or information concerning other AAFC personnel;
  - photographs taken on Defence bases where the location or any details about the base can be reasonably ascertained;
  - photographs of ADF Cadets personnel, onto any official ADF Cadets website (photographs must be provided to the relevant Authorisation Officer for uploading); and/or
  - photos of members in uniform or at a Defence establishment behaving inappropriately, including persons not adhering to dress or safety instructions;
  - photos of members with firearms/weapons/swords in aggressive poses or threatening gestures;
  - photos of members where consent to take or publish their photograph is not held (minors must have parent/guardian approval for photos to be published).

## Adult to cadet relations

15. Current **adult Supervisors** must not have current cadets in their SNS 'friend' links. When joining the **AAFC**, an adult applicant is to remove all current **Cadets** from their **friend** links prior to acceptance. A declaration by all adult members that they do not have cadet SNS relationships is to be completed and stored on the member's personnel file. Suggested minimum wording of the declaration is:

*"I certify that to the best of my knowledge I have removed all current cadets from my friend links."*

16. Exemption from the above declaration may be approved where A AFC adult supervisors are in a direct family relationship with a cadet such as parent/guardian or sibling. Other relatives, who are A AFC adult supervisors and who wish to have a cadet as a friend, are to seek approval from CDR-A AFC through their chain of command. The Adult Supervisor's A AFC commander is to maintain a written record of that approval on the members' file.

17. A AFC executives are to ensure adult cadets (cadets over the age of 18 years) are informed of their accountability under law for their actions with cadets under 18 years of age. This should normally be part of the cadet Adult Transition program (ATP).

## RISKS OF SNS

18. The A AFC Social Media policy forms part of the A AFC's risk management framework as there may be potential consequences to the A AFC and/or its Parent organisations where inappropriate content is posted on a SNS. The most relevant risks include the following:

- a. **Reputation management.** Damage to the reputation of the A AFC or its parent organisations may occur where a person breaches confidentiality or intellectual property rights, or where content posted is contrary to the A AFC's, or its parent organisation's policies practices or code of conduct.
- b. **Defamation.** Defamatory comments may legally expose the A AFC or its parent organisations where it is apparent that the person posting the comment is associated with the A AFC and there is no disclaimer indicating that the view expressed by that person was that person's view and not the view of the A AFC or its parent organisations.
- c. **Breach of confidentiality, security, privacy or release of personal information.** Where unauthorised release of restricted, confidential, sensitive, official or personal information occurs, the A AFC or its parent organisations may be exposed to a breach of its Privacy Policy and/or the Privacy Act.
- d. **Unacceptable behaviour.** Where a person's conduct in a social media website has the potential to bully, harass or unlawfully discriminate against another A AFC member, that person's conduct may breach the A AFC policies or be unlawful.

## Child abuse

19. Social media may be a vehicle for child exploitation. Any A AFC member who has reasonable grounds to believe that there has been, or may have been, an incident of child pornography, child abuse or exploitation involving A DF Cadets personnel, must report the matter to State or Territory civil police, the relevant child protection authorities and to the A AFC chain of command chain of command. (see SI(PERS) 1-7 - Child Protection).

## Cyber bullying

20. Cyber bullying refers to bullying through media such as mobile telephone text messages, emails, telephone calls, internet chat rooms, instant messaging, and social media networks to support deliberate, repeated and hostile online behaviour by an individual or group that is intended to harm others.

21. Cyber bullying is against the code of conduct and is not tolerated within the A AFC. Any member who suffers from, or becomes aware of cyber bullying is to report it immediately to their chain of command.

## REPORTING INAPPROPRIATE BEHAVIOUR

22. Any instance by A AFC members of misconduct or use of social media in contravention of this instruction must be reported immediately they are noted. Specifically:

- a. Any indication that there has, or may be on-line child abuse of child abuse or child pornography is to be reported immediately to your A AFC commander and the relevant State or Territory civilian police and child protection authority and A AFC. chain of command (see also SI(PERS) 1-7 - Child Protection and SI(PERS) 8-7 - Mandatory Reporting).
- b. All incidents of cyber bullying involving A DF Cadets personnel must be reported to the A AFC chain of command.
- c. Any negative, disparaging or inaccurate content about the A AFC or its parent organisations in social media is to be reported to your A AFC commander.
- d. Any unauthorised online use of A AFC, A DF or Defence intellectual property including trademarks, logos, badges, slogans, patents, designs or copyright material online is to be reported to your A AFC commander.

- e. Any deviation from responsible and appropriate use of social media made by AAFC personnel is to be reported to your AAFC commander.

## CONSEQUENCE OF BREACH OF SNS GUIDELINES

23. Any breach of AAFC social media policy or instructions may result in administrative action. Administrative actions may involve a verbal or written warning, or, in serious cases, for example for breach of confidentiality or privacy, separation from the AAFC. AAFC members may also be personally liable for offences under Commonwealth and/or State and Territory legislation.
24. Adult Supervisors establishing one-to-one relationships via SNS will be held to account and required to demonstrate that their actions do not constitute a violation of the code of conduct.
25. AAFC members may also be personally liable where they defame or damage the reputation of the AAFC or its parent organisations or an affiliated person.

## MONITORING

26. The AAFC or its parent organisations may audit its networks and systems and review social media websites periodically to monitor compliance with AAFC policy and instructions.

## REVIEW

27. This instruction is to be reviewed annually by the sponsor.

Sponsor: DCE

### Related OIP:

-  Social Media Information Video
  - CH10 - Behaviour
  - SI(ADMIN) 7-1 - Unit Web Sites
  - SI(ADMIN) 13-3 - Media Management
  - SI(ADMIN) 13-2 - Registration of Web Sites
  - SI(PERS) 1-7 - Child Protection
  - SI(PERS) 8-7 - Mandatory Reporting
-  Social Media and the AAFC.ppt
-  Social Media and the AAFC [Presentation Notes]
-  VOL2\_PT05\_CH03\_Social Media V1.0 [Explanatory Notes]

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**Annex A to  
AAFC SI(ADMIN) 13-2 - SOCIAL MEDIA**

## GUIDANCE FOR AAFC USE OF SOCIAL NETWORK SITES

1. The AAFC is committed to responsible and appropriate official, professional and personal use of social media. The AAFC expects the same commitment from all AAFC members. This annex outlines the principles and guidance that must be applied in the use of social networking sites (SNS) where a person discloses, identifies or implies they are an AAFC member, or that association is apparent.
2. Where you, as an AAFC member, do not apply the standards outlined below, you may be held responsible for your online conduct if your conduct harms, or has the potential to harm, an individual, the reputation or interests of the AAFC, its parent organisations or any affiliated groups or persons.

### General precautions

3. Before using social media in any capacity, you must be aware of and adhere to the following precautions.
- a. Consider whether it is appropriate for you to note your affiliation with the AAFC or its parent organisations

by identifying yourself with the AAFC or its parent organisations in a SNS.

- b. Only authorised and trained persons may speak publicly on behalf of the AAFC. If you are not authorised by DGCADETS (or delegate) to speak for the AAFC, you must not imply you represent or have authority to communicate on behalf of the AAFC or its parent organisations.
- c. If you choose to advertise your affiliation, then you should ensure your affiliation, role and skills are accurately described and not misrepresented. For example, if you are an Officer, Instructor or cadet, you should at a minimum correctly note your name, rank and position. Where you do affiliate yourself with the AAFC, you must adhere to the guidelines in SI Media Management
- d. Where you reference the AAFC in your personal social media activities it is expected you will maintain responsible and appropriate conduct in accordance with the Code of Conduct.
- e. Do not use the email address assigned to you by the AAFC or its parent organisations to register on SNS as this may imply you represent or have authority to communicate, or that your comments are endorsed by or affiliated with the AAFC or its parent organisations.
- f. Set your social network profile to private rather than public as by doing this you may avoid the content you post being viewed by the public. However, be mindful that a person in your private social network may publicly disclose content you post in a private forum.
- g. Protect affiliated persons, including sponsors and suppliers, by avoiding citing or making any obvious reference to them, or identifying them by name and never discuss confidential information relating to any person or group.
- h. Be aware that your online private life may be linked to your professional, home, school and/or Cadets life, whether intentionally or unintentionally, What you post can often be seen by colleagues and supervisors, other AAFC or Defence personnel, and law enforcement agencies. Employers may also conduct internet searches to ascertain online behaviour of prospective employees.
- i. The same legal requirements apply to online communications as to conventional communications. This includes laws relating to defamation, obscenity and indecency, and confidentiality and privacy. Sharing any type of personal, restricted information or imagery, even unintentionally, may result in legal action against you personally, the AAFC or its parent organisations, or the owner of the confidential information
- j. Be aware that certain social media websites (including Facebook) are blocked through AAFC resources.
- k. Adhere to the terms of use established by any website and the policies of the AAFC or its parent organisations.
- l. Report all incidents of anti-social or improper online behaviour involving members of the AAFC against other AAFC members immediately to your AAFC commander.

## Awareness and Duty of Care

5. All personnel who use SNS have a duty of care to themselves and others to be aware of the ramifications of their SNS interactions. To ensure reputation and personnel safety, all members should comply with the following:

- a. Exercise careful judgment as there may be consequences to what you publish. If something you wish to publish makes you uncomfortable, consider these guidelines. If you are still unsure, discuss it with your supervisor, but you ultimately have sole responsibility for what you publish in any form of social media.
- b. Do not post, publish or respond to unacceptable content (including imagery). This includes content that is offensive, obscene or indecent, defamatory, hateful, racist, sexist, or otherwise discriminatory
- c. Refrain from engaging in social media activity while in the cadet environment whether by use of AAFC resources or personal devices unless such use is reasonable and in accordance with the AAFC guidelines. The AAFC and its parent organisations regularly monitor internet use and can view websites visited and the time period if accessed utilising AAFC networks.
- d. Do not engage in cyber bullying or other conduct that is threatening, harassing, intimidating, insulting, demeaning, or belittling.
- e. Be polite and avoid personal, hostile communications or credibility attacks and keep your comments respectful, informative and non-condescending.
- f. Act with honesty and integrity in an ethical and professional manner and avoid using SNS for any conflicts, including personal conflicts.

- g. You should not provide false or misleading online credentials, including about your affiliation with the AAFC or its parent organisations. You should not be anonymous, create aliases or impersonate any person.
- h. Be mindful that participation in certain network groups with racist, criminal, extremist or hate group connotations may offend or cause harm to the reputation or interest of the AAFC, Defence, or an affiliated person.
- i. Do not attribute content to the AAFC or its parent organisations, or represent that any content is endorsed by or originated from the AAFC or its parent organisations.
- j. If you offer your personal view on a matter, be careful that your comments or opinion do not cause damage to the AAFC or its parent organisations and, if appropriate, note your affiliation to maintain transparency.
- k. Use a disclaimer where you express your own personal opinion on any official matter related to the AAFC or its parent organisations by using a disclaimer such as:

*"the views and opinions expressed in this post are mine only and do not necessarily reflect the views of [...]"*

- l. Do not create, administer or manage any group page that references the AAFC, a unit of the AAFC or its parent organisations on a social media site without the appropriate authority. The AAFC has an official group page which should be used by members and you may breach intellectual property provisions, particularly if you use AAFC or Defence trademark or logos.
- m. Do not use the intellectual property of the AAFC or its parent organisations, including any trade marks, logos, slogans, patents, designs, copyright materials or ideas in any content or otherwise online without appropriate authorisation.
- n. Do not post inappropriate, adverse or offensive content or images that may discriminate, intimidate or harass or are otherwise demeaning, defamatory or disparaging about any person or organisation.
- o. You should be careful that you do not alienate any group by posting content of a controversial, offensive or provocative nature. Your post may be interpreted as trolling and offend the person or organisation receiving it.
- p. Be sure to post accurate and truthful content Do not post content that is false, misleading or deceptive, and promptly correct any errors or inaccuracies.
- q. Where you need to provide your personal opinion on products or services provided by the AAFC or its parent organisations, ensure the information you post is accurate, truthful, and without factual error (errors should be corrected promptly).
- r. Provide a link to an online space if you are unable to fully and accurately express a comment in a character restricted space.
- s. Respect copyright and ensure you give a person proper credit if you use their content, and make sure you have the right to use any content with attribution before it is published. You should never quote more than short extracts of another person's work to avoid breaching the Australian Copyright Act 1968.
- t. Do not deny or affirm rumours, or suggest either denial or affirmation in subtle ways, and instead say 'I am not able to comment' to rumours or do not post a reply.

## Culture and privacy

6. When using social media in any capacity you should be mindful of how your post will be interpreted and who may read it. To limit misinterpretation and offence to any person, culture or organisation, consider the following:
- a. Think globally. Be aware that your local communications may be viewed by any person and you should be respectful of all religions, individuals, races and cultures and consider how your content may be viewed in other countries, cultures and religions and whether they are accurate globally.
  - b. Take care not to offend others by posting content of a controversial, offensive, racist or provocative nature.
  - c. Do not use or disclose any personal information and ensure you do not violate another person's privacy Do not share personal information of others obtained by your or their AAFC membership (including age, address, banking and financial information, passport, driver's licence or employment details of AAFC members).
  - d. Do not publish images of AAFC members without their explicit permission. If the member is under 18 years of age, parent/guardian permission is required before any photographs are displayed in SNS.
  - e. Maintain confidence in any classified or protected information including information relating to inventory

control, unit layout, equipment selection and installation, accounting methods, merchandising, etc.

- f. Do not impersonate any other person, and in particular do not use the identity or likeness of another AAFC member
- g. Track back and where possible, respond to the original post. By doing this you may avoid your post being read out of context or misunderstood.
- h. Maintain records if possible, of online communications referencing the AAFC or its Parent organisations.
- i. Remember content can remain permanently on the internet and be aware that the content you publish may not always be able to be removed or deleted. You should also be aware that content may be replicated in other posts through trackbacks and reposts.
- j. Do not disclose any information that is not in the public domain. You should check with your AAFC commander if you are unsure.
- k. Be aware that identity theft that may arise by way of overexposure of personal or work related information in online communities. Set privacy and security settings to limit access to your content by unauthorised persons.
- l. Note that others online may disguise their real identity. Protect yourself, your family and other members from the risk of fraud, identity theft, risk of privacy abuse, and other threats.
- m. Disable "geo tagging" settings in circumstances where a person may link the content you post to the AAFC or its parent organisations by linking your post to your place of employment or business.
- n. As the AAFC is politically neutral, do not engage in political activities and ensure that all your dealings on AAFC-related SNS are free from political bias.