



# Social Media Policy

## Purpose

As a government entity, the Mint is responsible for ensuring its social media channels operate in accordance with relevant laws, government standards and public sector values. This includes maintaining transparency, accountability, respectful communication and protecting user-privacy while promoting an inclusive and safe online environment.

This policy sets out the expectations for respectful and responsible use of the Royal Australian Mint's social media channels. It aims to create a safe, inclusive and constructive space for engagement while protecting our communities, staff and the Mint's reputation.

## Social media

You can find us on these social media channels:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

Social media channels are updated and monitored during standard business hours.

The Mint may choose to republish (for example, 'repost', 'share' or reference) social media content (for example, posts and events) that contains information or links to material related to the Mint portfolio. This usually occurs by agreeing to do so with various partners ahead of posting (eg rebel, Women's Weekly, organisations whose colours are used to light the building etc).

## Terms of use

The Royal Australian Mint encourages respectful and constructive conversations on our social media platforms, but we expect users to post relevant and respectful content. When engaging online, we expect users to:

- Protect their personal privacy and that of others by not including their or others' personal information in their posts (for example, names, email addresses, private addresses or phone numbers)
- Be courteous and respectful to Mint staff, other users and participants
- Not post abusive, harassing, defamatory, libellous or threatening comments
- Not use obscene, offensive, insulting, provocative, hateful, racist or sexually explicit language or content
- Not deliberately provoke others or incite conflict
- Represent their own views (ie not impersonating or falsely representing any other person)
- Not post material that infringes intellectual property rights
- Not post material that is unlawful or encourages unlawful activity
- Not make unproven or unsupported accusations against individuals or organisations
- Not post content that promotes commercial products, services or events
- Not post overtly party-political content, and
- Not make comments that are irrelevant to the topic/s being discussed.

## Privacy

The Mint is not responsible, liable for and does not endorse the privacy practices of social media platforms or any websites that are linked from them.

Use of social media and any linked websites is at individuals' own risk. When posting to a social media site, it is important to understand the tool/platform being used. Users should read the terms of service and not rely on a social media site's security settings as a guarantee of privacy.

Users are asked to remember that content published online is, or may become, publicly available, even from personal social media accounts.

The Mint may record information posted to social media accounts and use that information for administrative purposes, such as sentiment reports. No attempt will be made to further identify people except where requested and authorised by law.

## Moderation

The Mint reserves the right to enforce its terms of use. As such, we may:

- Remove or hide comments that breach this policy
- Block or ban users who repeatedly breach this policy
- Limit or turn off comments on posts where necessary, and/or

- Refer content to relevant authorities where appropriate.

For enquiries regarding the Mint's use of social media, please email [info@ramint.gov.au](mailto:info@ramint.gov.au).