Trove Forum: Guidelines for staff use

Guidelines for National Library of Australia staff (and may also be referred to by staff from organisations that contribute to Trove and participate in the forum).

Version 1.0 Date: 8 October 2010

About Trove

Trove (http://trove.nla.gov.au) is a search engine focused on Australia and Australians that harvests metadata for over 90 million items from libraries, archives, museums and galleries around Australia. It supplements what search engines provide with reliable information from Australia's memory institutions. The National Library of Australia manages Trove. Trove gives users freedom and choices to find, explore and interact with data, information and each other. It also gives users the ability to create their own contexts and add their knowledge and content into the Australian information pool. One of the features of Trove is the forum. This is a place where users can contact each other; Trove contributors can contact user communities; discussion can take place about the development of Trove, and resources within Trove. The forum was established in July 2010. The terms of use for Trove which include the forum are available online (http://trove.nla.gov.au/general/termsofuse).

About these guidelines

These guidelines are to be followed in all official staff communication carried out through the Trove Forum.

Authorisation

The Trove Manager will authorise staff to communicate on behalf of the National Library within the Trove forum. Official communication refers to communication carried out on behalf of the National Library. For more clarification on official (as opposed to professional or personal) use of social media, refer to the notes below.

All National Library staff are provided with an official Trove log-in. To use this log-in, staff simply log in to Trove using their LAN username and password. When staff use these log-ins, they will be identified as staff within Trove.
All National Library staff are encouraged to participate in Trove in a personal and/or professional capacity. Such activity should usually be carried out through an alternative username. Staff are free to set up as many usernames as they wish.

All official use of Trove by staff should be carried out through an official account, and all personal/professional use should be carried out through an alternate account.

Distinguishing official staff communication

These guidelines govern all official staff participation in the Trove forum. Participation in social networking sites can be official, personal or professional.

Official use is when you are commenting as a National Library representative. An example could be posting a factual answer to a forum comment incorrectly describing a National Library initiative and then, with the answer, providing a link to the correct information. This would normally be done by providing an introductory line establishing your position (e.g. I am a Trove Support Team member and) and using a profile identified as a staff member.

Professional use is when you are commenting personally but as an experienced person in your particular field. For example, a librarian working at the National Library might want to leave an opinion about the future library use of e-books, which is not related to government policy, in response to another comment. This would normally be done using a profile that was not identified as an official staff account.

Personal use is when you are commenting on a matter in neither of the above capacities, e.g. discussing your interest in railway photographs. This would normally be done with a profile that was not identified as an official staff account.

Guidelines for use

Working with online media in an official capacity is subject to the same standards required by the Public Service Act 1999 (APS Values and the APS Code of Conduct) that apply in a physical work environment.

These include:

- behaving honestly and with integrity
- not providing false or misleading information in response to a request for information that is made for official purposes in connection with APS employment;
- dealing appropriately with information, recognising that some information needs to remain confidential
being apolitical, impartial and professional
delivering services fairly, effectively, impartially and courteously to the Australian public
behaving with respect and courtesy, and without harassment
being sensitive to the diversity of the Australian public
taking reasonable steps to avoid conflicts of interest
making proper use of Commonwealth resources.

National Library employees making official use of the Trove Forum must:

- declare the purpose of the communication and their position as a representative of the Library;
- avoid any statement that might bring the Library into disrepute;
- be accurate and impartial and avoid any comment that could be construed as a political view;
- not commit the Library to any action or initiative without appropriate authority;
- not disclose official information unless authorised to do so or unless it is already in the public domain;
- be aware of laws covering libel, defamation, privacy and the protection of intellectual property;
- ensure all moderation activities are in line with APS and Library policies;
- avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups;
- be aware that people online may mask their real identity;
- protect personal information entrusted to the Library from distribution in the public domain;
- obtain prior permission to use the words, images and materials of the Library or other persons, as appropriate.

Source

These guidelines have been adapted from the Social Media guidelines for the federal Department of Immigration and Citizenship.