

***POWERHOUSE MUSEUM***

***COMMUNICATION USING PUBLIC FACING MUSEUM  
BLOGS - POLICY***

***APRIL 2007***

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## ***Scope***

This policy applies to all Museum of Applied Arts and Sciences staff.

## ***References***

Code of Conduct

Workplace Ethics

Internet and email usage policy

Guidelines for Presenting Controversy

## ***Review***

This policy should be reviewed at least every two years or more often should changes to legislation, policy or circumstance require.

### ***Establishing a Museum blog***

- If you wish to propose a blog for your project then you must initially submit a proposal to your manager/department head. The proposal also needs to be approved and signed off by your Division head.
- Web Services will evaluate all approved proposals for suitability, audience fit, and sustainability.
- A proposal for the blog must then be submitted for approval through the Commissioning process.
- All Museum blogs, like all Museum web products, must be set up and established by Web Services.
- Some proposals for blogs may be better delivered in another format. Web Services will determine the most appropriate delivery mechanism for your content.
- Web Services will examine your proposal with your department manager and the Marketing Manager for any potentially contentious or controversial content.
- Museum staff may not set up a blog without the permission and direction of Web Services.
- The person responsible for a Museum blog's content will be guided by their manager and the Marketing Manager as to the nature and content of material they may post to the blog on behalf of the Museum.
- A team will be established to monitor all user posted content for each blog consisting of a representative from Web Services and another from the department from which the blog originates. This team will report to the Associate Director, Planning, Projects and Exhibitions.
- Externally hosted blogs (such as blogger.com, wordpress.com, typepad.com) regarding the Museum, its products and services, or which identify you as an employee of the Museum are not permitted unless approved by the Director.
- Externally hosted blogs which do not identify the blogger as a Museum staff member and do not discuss the Museum would normally fall outside these guidelines.

### ***Responsibilities of staff using Museum blogs***

- Museum blogs are on-going web products. They have a start date but no end date and staff who are considering proposing a blog must be aware of the ongoing time commitment required to maintain audience interest at a satisfactory level.
- The Museum's blogs are a voice for the institution as seen through the eyes of its staff and subject specialists.
- When presenting your personal opinions please be aware that blogs are a highly visible form of communication.
- Do not disparage organisations or individuals.

- Do not comment on internal Museum matters unless explicitly connected to the approved purpose of your blog.
- Being critical of an opinion or idea is acceptable, when it is done in a professional manner.
- All staff contributing to Museum blogs are to remain aware that the Museum is a State Government institution and all staff are bound to abide by the Museum's *Code of Conduct* and *Workplace Ethics*.
- Staff monitoring Museum blogs should remain aware of the Museum's *Guidelines for Presenting Controversy*.

### ***Restrictions***

- Staff contributing to Museum blogs must abide by the Museum's *Code of Conduct* – particularly the section on Public Comment.
- Do not post material that is unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person.
- Get a record of permission from colleagues before writing about them.
- Avoid announcements related to unconfirmed programming. If you are unsure contact the Marketing Department before posting.

### ***Attribution***

- When quoting any other blog or publication, be sure to link to the original (if possible) and use quotation marks or blockquotes (for longer texts).
- When using a photograph found elsewhere on the web, credit where you got it from via hyperlink.

### ***Moderation of comments***

- All comments are moderated. Web Services will work with Museum bloggers to moderate comments if and when they are posted.
- Web Services will ensure that all Museum blogs are protected by technologies to eliminate blog spam.
- Anything deemed to be unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person will be immediately deleted before appearing on the blog.

### ***Disclaimers***

- All Museum blogs will carry the disclaimer:

“This site is for discussion purposes only and does not represent the official views of the Powerhouse Museum. Any views expressed on this website are those of the individual post author only. The Powerhouse Museum accepts no liability for the content of this site.”