

- b. acknowledges the receipt of the enquiry and undertakes to source an answer (e.g. “Interesting question. I’ll look into it for you.”)
2. The moderator contacts the relevant work unit to advise of the enquiry and works with the work unit to develop a draft response of the factual details in appropriate language tone and style.
3. The draft response is cleared with the relevant General Manager, then Executive General Manager, who will decide whether the CEO’s clearance is also needed. This decision will form the basis of attribution for the response.
4. When approved, the moderator posts the response on the social media platform where the issue was found, and notes the time.
 - a. Responses to social media enquiries should be swift. The time between the moderator receiving the enquiry and posting the final response should be no longer than two hours.
5. The moderator must make a record of the interaction in the official AUSTRAC record keeping system (enquiry, approvals, response and timings) to ensure records and statistics of all social media interactions are recorded.
 - a. This is in line with whole of Government requirements to create and manage accurate records of business activities so that decisions and actions can be accounted for; which includes the use of social media in an official capacity.

Evaluation

Communications and Products will conduct an evaluation of AUSTRAC official social media activity regularly to:

- monitor the uptake of the AUSTRAC social media activity among the primary and secondary target audiences
- monitor the nature of activity generated by AUSTRAC and followers
- identify any trends emerging from the activity
- evaluate the tone of behaviour on the various social media platforms
- compare AUSTRAC activity against the performance and experience of other agencies and learn from their use, including through involvement in the Cross Agency Social Media forum.

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