



# Pacific Association of Supreme Audit Institutions (PASAI)

## PASAI's guidelines for using social media

### **Access to information**

PASAI employees, contractors and members

### **PASAI Reference Number**

PG\_1\_SME\_2016

### **Issued and effective**

12 February 2016

### **Review**

Guidelines reviewed in November 2022 and to be reviewed every two years [next review November 2024]

### **Content**

Guidelines on use of social media

### **Applicable to**

All PASAI employees, contractors and members

### **Issuer**

Chief Executive of PASAI

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## SECTION I – PURPOSE

1. To provide guidance on the use of social media by PASAI employees, contractors and members.

## SECTION II – SCOPE

2. These guidelines should apply to all PASAI employees, contractors and members, and apply to the use of social media in both a professional and personal capacity.

## SECTION III – GUIDELINES

3. Social media has blurred the lines between people’s personal and professional identities. It is important to understand that the impact of a person’s social media presence can have repercussions in both their personal and professional lives.
4. **Seek authorisation:** Seek authorisation to participate in social media on behalf of PASAI. Do not disclose information about PASAI or make commitments on behalf of PASAI unless you are authorised to do so.
5. **Be responsive:** Secretariat staff should post content and check messages on PASAI’s social media accounts regularly. Respond to questions and comments in a timely and appropriate manner.
6. **Be integrated:** Wherever possible, align the timing of social media posts with related activities.
7. **Be aware of public vs private:** Despite the existence of privacy options, many items published through personal social media accounts are publicly accessible and it can be difficult to guarantee that sites are fully private. As such, always start with the assumption that anything you publish online can be read by anyone, anywhere, at any time and remember that the Internet has a long memory. Always exercise good judgement when publishing online and be aware that inappropriate conduct can negatively affect PASAI, our members and yourself. Always apply the following test: “Would my manager, colleagues or professional contacts have reasonable grounds to believe this content causes unwarranted ill-repute?” Show proper consideration for other people’s privacy. Exercise caution when managing multiple social media accounts, taking care not to accidentally publish personal content from a professional profile and vice versa.

8. **Be transparent:** If you are commenting in a personal capacity on issues that relate to your professional work for PASAI, be open and transparent about who you work for, who you represent or who you may be speaking on behalf of. Be upfront that the views being expressed are personal. For example, if you have your own blog or other public website a disclaimer is recommended such as: “The views expressed on this website/blog are my own and do not necessarily reflect those of my employer or its clients”. Do not use PASAI’s, its members’, or a third party’s logos, trademarks or materials on any personal blogs or in a post unless it has been cleared for public use or been otherwise approved by the Chief Executive or Head of SAI.
9. **Be accurate and respectful:** Posts should be accurate and capable of substantiation. If you do make a mistake, ensure you correct it promptly. Ensure that any criticism is backed up with solid evidence. Act in a professional and constructive manner and use sound judgement before posting. Always be polite and respectful of individuals’ opinions, especially when discussions become heated.
10. **Be fair:** Never post malicious, misleading or unfair content about PASAI, its members or their personnel, colleagues, or other stakeholders. Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity. Do not post comments that you would not say directly to another person and consider how other people might react before you post. If you respond to published comments that you may consider unfair always be accurate and professional.
11. **Be aware of copyright:** Respect other people’s intellectual property including trade marked names and slogans and copyrighted material. It’s best practice to assume that all content online is protected by copyright. Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else’s work as if it were your own. If you are unsure as to who might own an item of content, it’s better to err on the side of caution and not post the content. Respect all laws and regulations in relation to privacy, spam, and other applicable laws relevant to auditing (e.g. financial disclosures) when publishing on social media.
12. **Be aware of confidentiality:** Only reference information that is publicly available. Do not disclose any information that is confidential or proprietary to PASAI, its clients or any third party that has confidentially disclosed information to you. Do not cite or reference clients, partners or suppliers without approval from the Chief Executive.
13. **Security:** Always ensure that appropriate and effective security measures are in place

with your social media log in credentials to deter cybercriminals from accessing PASAI's social media accounts. All PASAI employees, consultants, and members must exercise caution in relation to the type of personal information that they post online.

#### **SECTION IV – EFFECTIVE DATE**

These guidelines are effective as of 12 February 2016.

#### **SECTION V – REVIEW DATE**

These guidelines were reviewed February 2018, February 2020 and November 2022. They are to be reviewed after two years from this last review date.

#### **SECTION VI – ISSUER**

The Issuer of these Guidelines is the Chief Executive for PASAI.

#### **SECTION VII – CONTACT AND ACCESS**

1. **Contact.** For questions relating to these Guidelines, please contact PASAI Secretariat at [secretariat@pasai.org](mailto:secretariat@pasai.org).
2. **Access.** The Guidelines can also be accessed at <http://www.pasai.org>

#### **SECTION VIII – RELATED DOCUMENTS**

1. PASAI Charter
2. PASAI Incorporated Rules
3. PASAI Governance Code
4. PASAI Code of Conduct

5. PASAI Conflict of Interest Policy
6. PASAI Health and Safety Policy
7. PASAI Governance and Operational Policy
8. PASAI Human Resource Policy
9. PASAI Child Protection Policy
10. PASAI Fraud Control Policy
11. PASAI Communication Strategy
12. PASAI Gender Policy
13. PASAI Risk Management Policy
14. PASAI Whistleblowing Policy