



Social Media Policy

January 2014

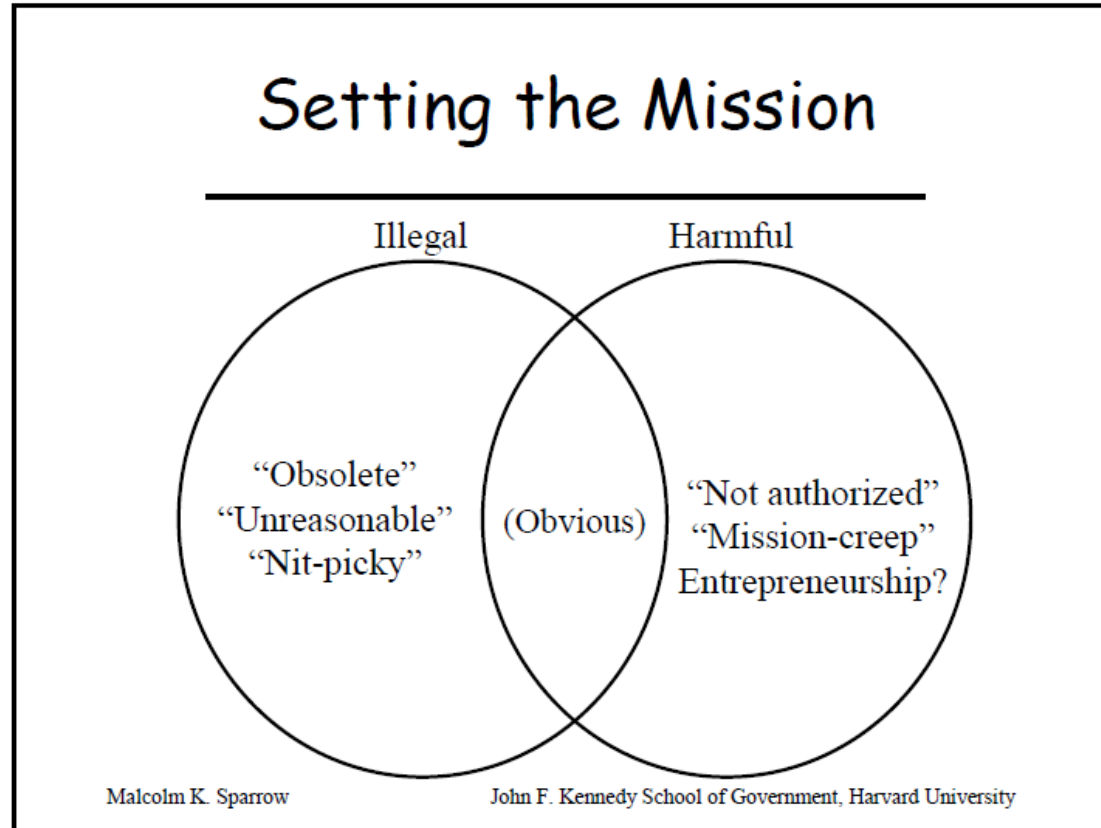
What is social media?

- Broad definition

Scope of Regulation

- 5 P's of regulation
- Scope in Australia is title protection
- What can be done depends on the regulatory power

Regulation settings



Regulatory approach to Social media


- Not illegal but could be harmful
- Many upsides
- What are the harms and what regulatory tools are proportionally best to deal with those harms
- Harms are familiar
- Sufficient regulatory tools already exist

Social Media Policy...

- Social media policy – both professional and advertising requirements
- Requirements the same as those that exist elsewhere
- You are responsible for all content on your social media pages/sites.
- Includes personal pages and closed forums

Website



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