# National Redress Scheme

## Social media moderation guidelines

## Contents

# Introduction

The *Social Media Moderation Guidelines* aim to help National Redress Scheme stakeholders and support service organisations monitor and moderate their social media posts about the Scheme.

It includes suggested responses for handling negative or sensitive commentary, support services for moderator wellbeing and advice on managing issues. If you're a stakeholder using this guide, you're encouraged to make sure posts about the Scheme are regularly monitored for any sensitive or emergency content e.g. cries for help.

# Moderation

## Participation and moderation guidelines

Some reasons to hide comments, block users or remove content from your page may include posts that have:

- personal website addresses, email addresses, telephone numbers or any other personally identifiable information

- abuse, harass, stalk, threaten or otherwise violate the legal rights of others

- impersonate any person or entity, or falsely state or misrepresent your affiliation with a person or entity

- misleading, deceptive, false, defamatory, or libellous content

- insulting, threatening or hateful messages towards a certain group of people

- hateful messages based on race, religion, gender, nationality, sexuality, or any other personal characteristics

- inappropriate, profane, defamatory, obscene, or indecent content

- content of a partisan political nature

- illegal activity or solicit the performance of any illegal activity

- text or other material that infringes the intellectual property rights of others

- spam the site by sending multiple copies or versions of it

- off-topic or irrelevant contributions not in keeping with prescribed topics or themes

- advertise or offer to sell any goods or services for any commercial purpose.

## Issues management

By encouraging positive conversation, responding to questions in a timely manner, moderators can reduce the risk of an issue forming. Some helpful tips to managing issues effectively include:

- responding promptly to questions and concerns

- hiding posts that breach the *Social Media Moderation Guidelines* quickly

- addressing group 'attacks' on the page

- being strict and consistent with hiding and banning users that breach terms of use

- encouraging people to respect that the page is designed to help others and foster positive conversation

- responding to all 'cries for help' and immediately referring to support or emergency services.

## Warning and banning users

If a person or group are creating a negative environment on the page and breaching your social media terms of use, you can respond by clarifying how they breached the terms and warning that if they breach the terms again, they will be removed from the page. If they persist and have been warned before, they should be banned from the page.

## Support to manage responses

If a person or group require further specific feedback, or have complaints relating to a specific case or sensitive information, please email DSSRedressEngagement@dss.gov.au, for support and guidance on moderation. Where possible, please capture the posts and specific feedback relating to the post.

## Responding in languages other than English

Responses in-language should include the following additional call to action: *For assistance in your language call the Translating and Interpreting Service on **131 450.***

## Moderator wellbeing

If you're exposed to potentially distressing comments, such as a user sharing a previous trauma or posting a call for help, there's professional support available, including:

- Beyond Blue – 1300 224 636

- Blue Knot Foundation – 1300 657 380

- Lifeline – 13 11 14

- 13YARN – 13 92 76

- 1800RESPECT – 1800 737 732

- MensLine Australia – 1300 789 978.

## National Redress Scheme

## Response framework

**Is the comment or post: appropriate, inaccurate, low risk or high risk?**

| | Appropriate | Inaccurate | Medium risk | High risk |
|---|---|---|---|---|
| *Comment contains:* | Post/comment is neutral:<br><br>Consider if we want to respond, and if so:<br><br>• Agree to post<br>• Let post stand as is<br>• Provide additional information<br>• Provide positive review or appreciation | Post/comment contains inaccurate information about:<br><br>• DSS<br>• The National Redress Scheme<br>• Events<br>• Participants<br>• Stakeholders<br>• Service providers | Post/comment contains:<br><br>• Some inflammatory statements<br>• Spam<br>• Political comments<br>• Certain off-topic remarks<br>• Irrelevant information<br>• Infringes someone's IP | Post/comment contains:<br><br>• Violent, abusive or threatening commentary<br>• Hateful statements<br>• Private information<br>• Discriminatory/defamatory statements<br>• Inappropriate addresses, videos or images<br>• Cries for help |
| *Action recommended:* | Either:<br><br>• Leave post<br><br>OR<br><br>• Develop response<br>• Clear response<br>• Moderator responds | • Develop response<br>• Clear response<br>• Moderator responds<br>• Hide thread if likely to inflame | • Hide comment<br>• Advise person who posted why their comment was hidden<br>• Consider banning<br>• Consider logging in comment capturing tool | • Hide comment<br>• Advise person who posted why their comment was hidden<br>• Add user to warn/watch list<br>• Consider logging in comment capturing tool<br>• Refer immediately to support/emergency services |

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## Response framework

### Dealing with off-topic and negative comments

| | Are they a troll? | Is it a legitimate statement? | It's off-topic – but… | It's off-topic – and… |
|---|---|---|---|---|
| *Example:* | A troll is:<br><br>Someone who posts inflammatory, extraneous, or off-topic messages in an online community with the primary intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion.<br><br>A fake/imposter account, set up for the purpose of disrupting discussion. | For example, it's critical or negative but it may be correct, or it may not breach the terms of use of the page. | 1. it's part of a discussion that's mostly on-topic.<br>2. you think they or the community will get back on-topic.<br>3. the person is trying to contribute positively. | 1. it's part of an orchestrated campaign.<br>2. it's been raised multiple times under multiple posts.<br>3. it breaches terms of use. |
| *Action recommended:* | • Don't feed the trolls!<br>• Treat as 'Low' or 'High' risk.<br>• Hide if likely to inflame conversation. | • Leave comment.<br>• Monitor.<br>• Hide if likely to inflame conversation.<br>• If inaccurate, low risk or high risk, use the framework to determine the best approach. | 1. Leave comment.<br>2. Monitor.<br>3. Raise awareness of terms of use, if appropriate. | 1. Treat as medium risk.<br>2. Treat as medium risk.<br>3. Treat as high risk. |

# Standard social media responses

You can use the below standard responses to respond to comments. It's recommended these responses are adapted depending on the individual comment or question to ensure they're relevant and avoid sounding like an automated response.

| Comment topic | Response 1 | Response 2 |
|---|---|---|
| How much compensation do people get under the Scheme? | Hi [name]. An offer of redress can include:<br><br>• access to free and culturally appropriate counselling<br><br>• a direct personal response from the responsible institution to provide acknowledgement and recognition for people who want it<br><br>• a payment of up to $150,000.<br><br>The individual can choose to accept all or some of these things.<br><br>If you'd like to find out more, visit the National Redress Scheme website nationalredress.gov.au or you can call the free, confidential hotline on 1800 737 377. | Hi [name]. An offer of redress can include a payment, which will range from less than $10,000 to a maximum of $150,000. Payments above $100,000 are limited to the most extreme cases.<br><br>Receiving money and support through the National Redress Scheme can affect other government payments, such as from Centrelink.<br><br>If you are receiving Centrelink payments, we encourage you to talk to them about this so they can give you advice relevant to your situation. |
| How/why was the Scheme created? | Hi [name], thanks for your question.<br><br>The National Redress Scheme was recommended by the Royal Commission into Institutional Responses to Child Sexual Abuse.<br><br>The Scheme provides support to people who were sexually abused as children while in an institution.<br><br>Redress aims to help people who experienced this abuse to gain access to support, and to hold institutions accountable.<br><br>More information can be found here: nationalredress.gov.au | N/A |

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| Comment topic | Response 1 | Response 2 |
|---|---|---|
| Who runs the National Redress Scheme? | Hi [name], thanks for your question.<br><br>The National Redress Scheme is run by the Department of Social Services. An independent decision maker looks at all applications and decides on the outcome.<br><br>Independent decision makers are highly experienced people from a range of professional backgrounds. They are not connected to institutions.<br><br>More information can be found here: Independent Decision Makers \| National Redress Scheme | N/A |
| Why does it take so long to apply and get an offer of redress? | Hi [name], thanks for your question.<br><br>The time taken to apply and receive an offer of redress is different for everyone, as each person's circumstances are different. Processing time also depends on how much information a person has been able to provide.<br><br>During this time, Redress Support Services are available and offer confidential emotional and practical support.<br><br>More information can be found here: nationalredress.gov.au/support | N/A |
| Scheme eligibility | Hi [name]. A person can apply for redress if:<br><br>• they experienced sexual abuse when they were under 18 years of age<br>• the abuse happened before 1 July 2018<br>• they were born before 30 June 2010<br>• they are an Australian citizen or permanent resident when they apply. | Hi [name]. A person can apply for redress if:<br><br>• they experienced sexual abuse when they were under 18 years of age<br>• the abuse happened before 1 July 2018<br>• they were born before 30 June 2010<br>• they are an Australian citizen or permanent resident when they apply. |

| Comment topic | Response 1 | Response 2 |
|---|---|---|
| | There are situations where a person may not be eligible for redress. For more information about who can apply to the Scheme visit nationalredress.gov.au/applying/who-can-apply or you can call the free, confidential hotline on 1800 737 377.<br><br>People can apply to the National Redress Scheme any time before 30 June 2027. | Many people find it helpful to talk to someone from a Redress Support Service before deciding if they want to apply for redress.<br><br>These free services are available before, during and after a person applies.<br><br>For a list of Redress Support Services in your state or territory visit nationalredress.gov.au/support/explore |
| Why has [institution name] not signed up to the Scheme yet? | Hi [name]. The Australian Government is working to get all the Institutions who should be in the Scheme to join as soon as possible.<br><br>When the Scheme receives an application that names an institution not previously named, we notify the institution that they have 6 months to join the Scheme.<br><br>Institutions that fail to join the Scheme within 6 months may be publicly named, will have financial sanctions applied and may lose their charitable status until they join the Scheme.<br><br>You can search to check if an institution has joined the Scheme at nationalredress.gov.au/institutions/search | Hi [name]. The Australian Government is working to get all the Institutions who should be in the Scheme to join as soon as possible.<br><br>Some organisations who intend to join the Scheme are working with the Department of Social Services to make sure they meet legal requirements. There is a list of institutions that have agreed to be named publicly here: nationalredress.gov.au/institutions/institutions-intending<br><br>You can also search to check if an institution has joined the Scheme at nationalredress.gov.au/institutions/search |
| Content that contravenes Terms of Use (e.g. profanity, abusive content) | ***Hide and warn (ban user if they persist after warning)***<br><br>Hi [name], your post was hidden because it breaches our social media terms of use. You can read them here: [insert link to relevant organisation/community social media guidelines].<br><br>We do not tolerate <describe behaviour e.g. profanity/abusive language/disrespectful language>. Users who breach the terms of use will get a warning. Repeat offenders will be banned from the page. | N/A |

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| Comment topic | Response 1 | Response 2 |
|---|---|---|
| Off-topic content | ***Hide and warn (ban user if they persist after warning)***<br><br>Hi [name], your post was hidden because it is off-topic and breaches our social media terms of use. [insert link to relevant organisation/community social media guidelines]. | N/A |
| Complaints about censorship | Hi XX, just letting you know we only remove comments that breach the participation and moderation guidelines. Abuse, offensive language or disrespectful comments directed at other users or moderators, off-topic comments and attempts to derail the conversation won't be tolerated. We take a strong stance on moderating and deleting content which is irrelevant, discriminatory, hateful or threatening, and actions which may offend, insult, humiliate or intimidate. Users who breach the guidelines will get a warning notifying them of their breach. Repeat offenders will be banned from the page.<br><br>A reminder that you can see the guidelines here: [insert link to relevant organisation/community social media guidelines | **Spamming**<br><br>Hi XX, looks like you've posted the same reply in a number of comments. Just a reminder this is against the participation and moderation guidelines. Check out the guidelines here [insert link to relevant organisation/community social media guidelines<br><br>**Can't find comment**<br><br>Hi XX, we have not removed any of your comments. Facebook filters by 'top comments'. If you want to find your comment, we suggest choosing 'chronological' or 'all comments' from the drop-down and scrolling to the time you posted. |
| Positive response to the National Redress Scheme or Redress Support Services | That's great [name], thanks for sharing this feedback with us. It's wonderful to know the Redress Support Services were able to help you find information and services to support you.<br><br>If you'd like to leave more detailed feedback visit nationalredress.gov.au/about/feedback-and-complaints | We're glad you had a positive experience using the National Redress Scheme, [name]. Thanks for your support. |
| Negative response to the National Redress Scheme or | We're sorry about your experience [name]. You can make a complaint or provide feedback about the National Redress Scheme in a few different ways. | N/A |

| Comment topic | Response 1 | Response 2 |
|---|---|---|
| Redress Support Services | The options are listed here: nationalredress.gov.au/about/feedback-and-complaints | |
| Emergency (e.g. someone sharing a previous trauma or posting a call for help) | Hi [name], we're so sorry to hear about your experience/that you are in distress/are not feeling good. Can we ask you what state you live in so we can point you in the direction of an appropriate service? If you need immediate support, please call 000 [or insert relevant support service – e.g. Lifeline on 13 11 14]. | Hi [name], we're so sorry to hear about your experience/that you are in distress/are not feeling good. If you need immediate support or to talk to someone, please call 000 [or insert relevant support service – e.g. Lifeline on 13 11 14]. |
| Banning a user | 'You have been banned from this page because your posts [repeatedly] breached our social media terms of use. You can read them here: [link to terms of use if applicable]' | N/A |