

Governance arrangements for social media accounts of the Prime Minister's Office

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The Prime Minister's Office (PMO) manages two accounts that carry the name *The PMO*. Their intended use is as a news service to report on the official duties of the Prime Minister, including speaking engagements and announcements.

1. Facebook: 'The PMO' [@officeofthePMAU](#)

This account is registered under Facebook as a 'Government Organisation' and links to the www.pm.gov.au – the government owned website for the Prime Minister of Australia.

2. Twitter: 'The PMO' [@thepmo](#)

These governance arrangements outline the operation of The PMO accounts and their continuity during caretaker and when there is a change of Prime Minister. They seek to make clear the distinction for publishing of information relating to the Prime Minister's official business of government, from that of a personal or political nature.

Because the sites carry the name of The PMO – an entity that extends beyond the tenure of any one person and their staff - these arrangements are guided by the principles under the [Public Governance, Performance and Accountability Act 2013](#) and specifically, the [guidelines for management of ministerial content](#).

These accounts must not contain information about the Prime Minister's activities or views that have no relationship to the official duties of the Prime Minister. It is expected that the Prime Minister's personal social media accounts, managed at his or her own expense, are used for such purposes. The PMO accounts must not contain material of a party political nature, and must comply with [additional requirements during caretaker period](#).

When caretaker period begins or if there is a change of prime minister, account management will defer to the Department and the accounts may be made available to the incoming office. A decision will be taken at that point in relation to the archiving and/or deletion of content.

Both accounts will be managed by the Prime Minister's Office. The Department will maintain oversight of the channels and liaise directly with the Office if the channels are being used for purposes that are beyond that of official duties. Information that does not comply with the guidelines must be removed.

Both accounts should be recognized as 'authorised users' by the respective social platforms, indicating their official status and differentiating them from imposter accounts.