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6.5 The Defence Social Media Hub is responsible for:

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- f. being the point of contact for Groups and Services to report suspected offensive content on social media by or about Defence personnel and to escalate in accordance with the [Reporting of Offensive Content Escalation Process](#).

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# Standard Operating Procedure

## Reporting offensive/defamatory content on Twitter

### Step 1

- Copy link to post and screen shot image of post

### Step 2

- Visit [help.twitter.com/en/contact-us](https://help.twitter.com/en/contact-us)
- Select 'I want to report abusive behaviour or sensitive content'
- Select 'I want to report harassment or abuse'
- Fill the sections that appear. See image in next page.
- Once report is submitted, a case number will be emailed to the SM inbox.
- Forward case number, screenshot and link to s47F [REDACTED] [@twitter.com](https://twitter.com) for internal escalation.

Contact Us > [Safety and Sensitive Content](#)

## Staying safe on Twitter and sensitive content

What issue are you having? (required)

An account is harassing me or somebody else

The content I'm reporting is directed at (required)

Somebody else

### We're sorry for this experience.

Twitter does not tolerate behavior such as abuse, harassment, or attempts to use fear to silence other people. We have more information about our policy [on our Help Center](#).

Please fill out the form below and our team will respond as soon as possible.

Your Twitter username ⓘ

@DeptDefence

Your email address (required)

This is where we'll contact you.

s\*\*\*\*\*@defence.gov.au

Username of the account you are reporting (required) ⓘ

@

Please share the content that might be violating our rules. (required)

https://

[+ Add another link](#)

We need to review the Tweet, account, list, or moment you're reporting. We have guidance on finding the direct URL of a Tweet [on our Help Center](#).

Please provide more details about what's happening ⓘ

☐ It's okay to include the content being reported in updates sent to me in the future.

Submit

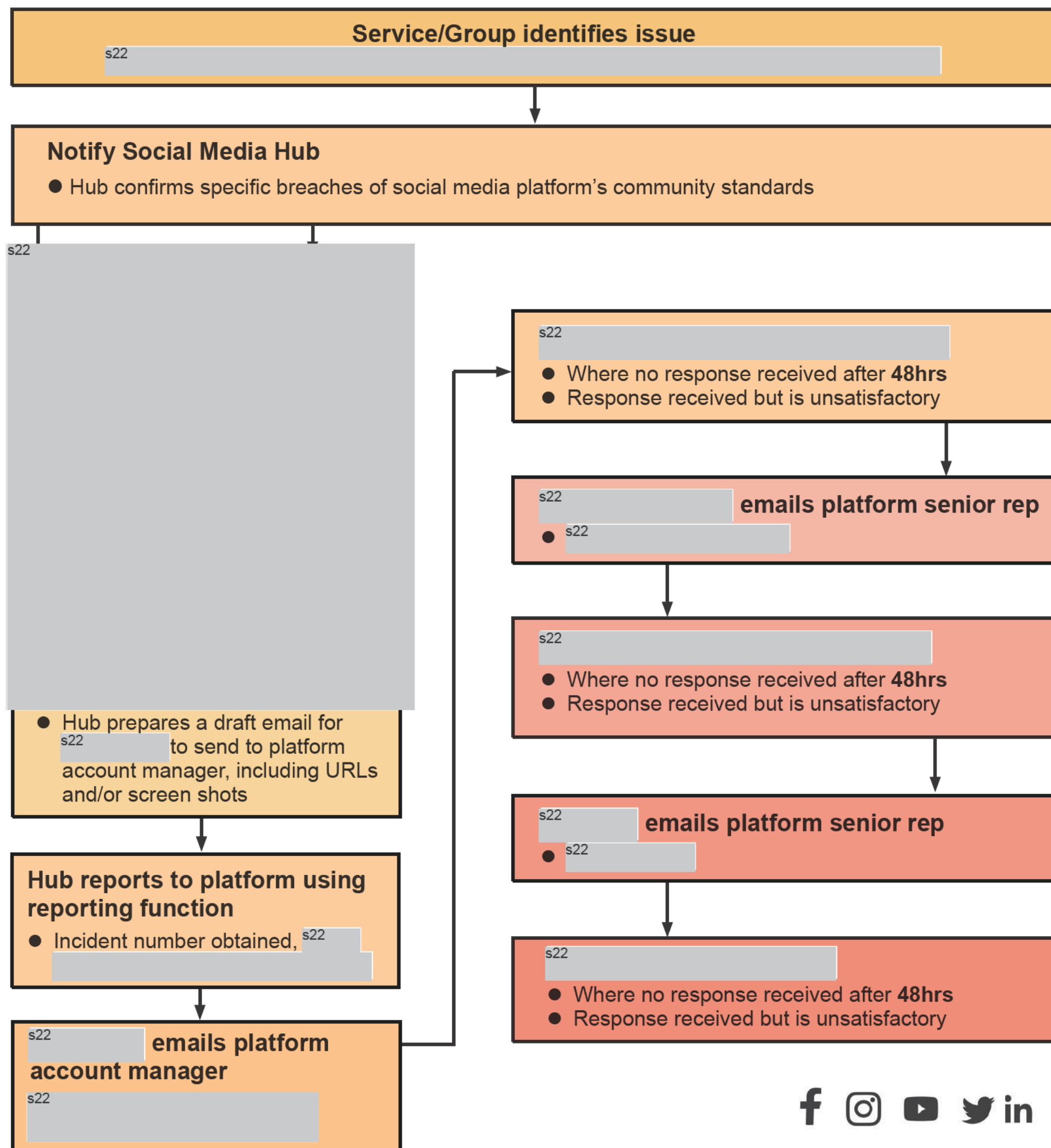


Australian Government  
Department of Defence

# REPORTING OF OFFENSIVE CONTENT

## Escalation Process

- This flow chart covers the escalation process for **Priority 1** requests for social media platforms to remove offensive content or accounts.
- **Priority 1** matters involve: serious reputational damage, extreme violence, security breaches, threats, sexual misconduct, fear for safety and fraud.



## Reporting offensive profiles content

**Task:** Reporting offensive third party content through respective platforms s22

**Last revised (date):** 19/06/2020

**SOP Ref.: #**

**Purpose:** Reporting, for the purpose of removing, offensive third party content on unofficial social media pages through both the platform s22 for each platform.

**Scope:** These standard operating procedures are to be used in conjunction with the relevant Defence social media policies including but not limited to the Media and Communication Policy and the Social Media Playbook.

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- Access to administrative Defence social media accounts on all platforms

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### **Responsibility:**

- To ensure all identified and reported offensive third party content is reported and removed as quickly as possible from the respective social media platforms.

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**Frequency:** As required

**Timing:** As required

### **Information and access requirements:**

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- Access to administrative Defence social media accounts on all platforms

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## PROCESS STEPS

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Before the process

can proceed, ensure that you have the following information:

- 1) Account URL
- 2) Account name
- 3) Image/screenshot of offensive content
- 4) Date of content posting
- 5) Reporting party email

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Some of the information above can be deduced from the image/screenshot provided.

### Identifying the process action

Review the main social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube) for third

Defence and the Australian Defence Force (ADF).

These profiles can be found by:

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Using the platforms search functions and using common terms like “ADF, diggers, memes, lid, etc.”

Content can be reported and removed for one of the following categories:

Nudity	Violence	Harassment	Suicide or self-injury	False news
Unauthorised sales	Hate speech	Terrorism	Promoting drug use	Spam
Non-consensual intimate images	Sexual exploitation	Sharing private images	Intellectual property	Fraud or scam
Bullying	Child abuse	Animal abuse	Sexual activity	Mocking victims

Follow the steps below to report the image through each platform.

### Facebook reporting

Facebook – report a post		
Step	Image	Instructions
1	s22	Find the post with offensive content.
2		Select the options “...” button at the top right of the post. Then select the “Find support or report post” option at the bottom of the list.

3	s22	<p>A box will appear containing reporting categories. If the category you find most suitable isn't available, select the "Something Else" option and next and see step 4.</p> <p>Otherwise, select the option and move to step 5.</p>
4		<p>The "something Else" button will provide a list with all alternate reporting categories. Select the option you think is suitable then hit next.</p>
5		<p>Select the "Report post" button.</p>



6	s22	<p>Tick the box and select report. s22</p> <p>s22</p>
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## Twitter reporting

Twitter – report a post		
Step	Image	Instructions
1	s22	<p>Find the post with offensive content. Select the options “v” button at the top right of the post.</p>
2		<p>Then select the “Find report tweet” option at the bottom of the list.</p>

3	s22	<p>Select the option that best suits the inappropriateness of the content. Record this decision in the meme reporting spreadsheet in excel (see step below, "recording identified content in objective").</p>
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#### Instagram reporting

Twitter – report a post		
Step	Image	Instructions
1	s22	<p>Find the post with offensive content. Select the options "... " button at the top right of the post.</p>
2		<p>Then select the "Report Inappropriate" option at the top of the list.</p>

3	s22	Then select the “It’s inappropriate” option at the bottom of the list.
4		Select the option that best suits the inappropriateness of the content. s22

## LinkedIn reporting

LinkedIn – report a post		
Step	Image	Instructions
1	s22	Find the post with offensive content. Select the options “...” button at the top right of the post.

2	s22	Then select the "Report this post" option in the list.
3		Select the option that best suits the inappropriateness of the content. Record this decision in the meme reporting spreadsheet in excel (see step below, "recording identified content in objective").

You have now successfully reported the post through the platform. You will receive a response through the platform to the success of your report. It will explain whether the platform agrees and has removed the post, or if it does not think it violates the standards.

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