

Comments policy

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Maintained by	Audience Engagement Branch
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1. Authority

This policy is applied by the authority of the State Librarian and CEO.

2. Responsibilities

State Library staff are responsible for implementation of this policy, including monitoring of comments and removal of inappropriate comments, if required.

3. Policy statement

Commentary, opinion, and reaction to online content published by State Library is welcomed as part of our commitment to encouraging diverse and respectful community engagement with our collections, services and programs. This policy is aligned with State Library's support for freedom of expression and thought, and our vision to be *A library of influence, inspiring and connecting people through knowledge, storytelling and creativity.*

4. Purpose

The purpose of the Comments policy is to affirm that contributions to State Library's online spaces are welcomed from all, and ensure comments are respectful and appropriate.

5. Scope

This policy applies to State Library's online spaces, including:

- websites, blogs and wikis
- pages on social media platforms such as Facebook, Instagram and TikTok
- pages on image broadcasting and publishing platforms such as YouTube, Vimeo and Flickr Commons photo stream
- tags added to catalogue records.

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6. Definitions

Word	Definition
Creative Commons	Creative Commons is a non-profit corporation founded in 2001 'dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright.' [http://www.creativecommons.org] Creative Commons provides a set of licences to help creators easily identify how others may use their work legally, releasing some rights, while retaining others.
Image broadcasting and publishing platforms	Image broadcasting and publishing sites (e.g. YouTube, Vimeo, Flickr) allow users to upload and share videos and photos, and post comments about them.
Monitor	Monitoring is the process where a nominated staff member reviews all user comments and tags after they become visible to other users. Comments and tags are monitored to ensure any inappropriate comment is quickly hidden or deleted, or tag removed – and reported where appropriate to reduce future spam.
Social media	Social media are platforms which enable users to create and share content or to participate in social networking. By its very nature social media is not broadcast only and encourages people to engage in two-way communication. Social media is immediate, and responses need to be timely. Social network platforms (e.g. Facebook, Instagram, TikTok) allow State Library to create profiles (also referred to as pages) on which it can share information, upload photos and videos, send messages, and connect with other users of the platform. Professional social network platforms (e.g. LinkedIn) are designed primarily for the business community. They allow State Library to establish networks and engage with people who are professionally interested in what State Library does.
Tags	Descriptive words or phrases used to meaningfully describe content found on the web by an individual. Tags are used extensively in photo sharing sites such as Flickr and in library catalogues to make it easier to bring together or find relevant content.

7. Comments

Comments:

- are open to all

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- will be available online as posted
- will be monitored by State Library staff.

Comments should be relevant to the specific post to which they are attached.

State Library chooses to monitor rather than moderate comments and tags to enable responsive, trusted collaboration and engagement with our communities of users.

Comments on social media sites will be monitored within a maximum of 2 working days if posted just before, on or after a weekend or public holiday, and within 2 hours during weekday business hours.

In rare circumstances, State Library may choose to disable comments when posting on highly sensitive or controversial topics.

Tags and comments on image broadcasting and publishing sites will be monitored within a week of posting.

8. Inappropriate comments

State Library reserves the right to delete or hide comments if they have content that:

- is abusive
- is off topic
- contains personal and/or cultural attacks or insults
- promotes hate of any kind
- is offensive in nature or contains offensive language
- is spam
- is potentially libellous, illegal or defamatory
- contains plagiarised material
- contains commercial content or unauthorised advertising, including offers to 'resell' tickets to State Library events.

9. Breaches of policy

Contributors may be suspended or banned from making submissions (or from social media pages entirely) where there have been serious or repeated breaches of the conditions set out in this policy.

10. State Library's rights

State Library does not own copyright of comments posted on our website, social media, blogs or catalogue and must get permission from the author before using comments for commercial purposes, such as in marketing materials or on its websites.

State Library reserves the right to change, add or modify this comments policy at any time.

11. Human rights

Review of this policy has included consideration of the 23 fundamental human rights protected under the *Human Rights Act 2019* (Qld) (the Act).

The main objectives of the Act are to:

- protect and promote human rights
- help build a culture in the Queensland public sector that respects and promotes human rights
- help promote a dialogue about the nature, meaning and scope of human rights.

The Act protects 23 fundamental human rights drawn from international human rights law, including the following rights:

- freedom of thought, conscience, religion and belief
- freedom of expression
- peaceful assembly and freedom of association
- taking part in public life
- privacy and reputation
- cultural rights – generally
- cultural rights – Aboriginal peoples’ and Torres Strait Islander peoples’ right to education.

State Library acknowledges the particular significance of self-determination, as expressed in the *United Nations Declaration on the Rights of Indigenous Peoples* and in the *Human Rights Act 2019*, to Aboriginal and Torres Strait Islander peoples.

When applying this policy, State Library will act and make decisions in a way that is compatible with human rights and give proper consideration to all human rights, as required by the Act.

12. Risk management and mitigation

Risk	Description of risk	Mitigation strategies
1	Comments are not monitored within acceptable timeframes	Procedures are implemented, and staff assigned to the role of monitoring comments
2	Inappropriate comments are not removed	Procedures are implemented, and staff assigned to the role of monitoring comments
3	Complaints received related to comments that have been removed by State Library staff	Use of Customer Complaints Management Policy to manage any complaints related to removal of comments
4	Comments that are not in breach of this policy are removed	Procedures are implemented and removal decisions are not an individual staff member's responsibility

13. References

This policy is supported by:

Queensland Government

- [Principles for the use of social media networks and emerging technologies](#)

State Library of Queensland

- [Client Complaints Management Policy and Procedures](#)
- [State Library Responsible Client Conduct Policy](#)
- [State Library Intellectual Freedom Policy](#)
- [State Library Strategic Plan 2025-29](#)
- [State Library Operational Plan 2025-26](#)

14. Approval

Vicki McDonald

State Librarian and CEO

05/11/2025

15. Creative Commons

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