



office of the
privacy
commissioner
new south wales

PRIVACY AWARENESS MONTH, MAY 2017 SOCIAL MEDIA TOOL KIT

The Office of the NSW Privacy Commissioner has compiled a list of possible tweets, facebook posts, and images to make spreading the word and raising privacy awareness in NSW as easy as 1, 2, 3.

This year's Privacy Awareness Month (PAM) theme for NSW is 'How healthy is your privacy?'. This theme highlights the importance for organisations and individuals to maintain a good understanding of their responsibilities for the handling of personal and health information and their rights under NSW legislation. As technology and legislation evolve, it is vital that organisations and individuals take responsibility and step up to the challenge of privacy management.

As with last year, each week will aim to raise awareness of a different facet of the overarching theme. You can choose to share one, or all, of the suggested tweets, images, and facebook posts.

The weekly themes for this year are:

- **Week 1 (01 – 07 May 2017) Welcome to Privacy Awareness Month:**
This week will introduce Privacy Awareness Month and the overarching theme for 2017. There will be website updates with information around what other jurisdictions are doing, as well as links to their websites.
- **Week 2 (08 – 14 May 2017) How healthy is your privacy? :**
This week we shine a light on health privacy by way of providing information on the NSW *Health Records and Information Privacy Act 2002* with a focus on the community's rights, and service provider's responsibilities.
- **Week 3 (15 - 21 May 2017) Be aware... connect with care:**
This week is focused on the international theme of 'Share with care' and looks closely at how service providers connect and share personal and health information and how citizens share information.
- **Week 4 (22 - 28 May 2017) Online privacy check-up:**
This week will focus on privacy in the technological era and will include publications which provide information around safeguarding personal and health information in this climate of change.
- **Week 5 (29 - 31 May 2017) Wrapping up PAM; a healthy future for privacy:**
We will take the opportunity to reflect on past and future trends in privacy and what has occurred during the PAM this year.

Why not check out the [Privacy Awareness Month](#) page to download images and posters to go along with your own communications activities today!



Suggested tweets/posts for organisations

Here's a list of some tweets/posts you could upload to your organisations social media pages to raise awareness during Privacy Awareness Month, May 2017.

Privacy Awareness Month begins! Find out more about #2017PAM go to <http://bit.ly/2pyZLAQ>

#2017PAM starts this week! To celebrate, we're [insert action] to promote #PrivacyMatters: [Link to event/PAW page on org website]

We care about your privacy at [organisation]. Here's how we handle your personal information: [Link to your organisation's privacy policy] #2017PAM #PrivacyMatters

Its Privacy Awareness Month: Do you know your rights? See more at <http://bit.ly/2oK4Nt8> #2017PAM

How healthy is your privacy? Go to <http://bit.ly/2pAkwte> to learn your rights and do a privacy check-up today. #2017PAM #healthyprivacy

#2017PAM is shining a light on privacy; see how we're raising awareness, go to [Link to your organisation's PAM activities] and remember #privacymatters

Protect your privacy and #connectwithcare and don't forget that #privacymatters, #2017PAM

Want to know how we protect your privacy? Go to [Link to your organisation's privacy policy] and remember #privacymatters. #2017PAM

Keep data safe from harm, if there's a breach raise the alarm! <http://bit.ly/2pQgQMj> #connectwithcare #2017PAM

How do you access your personal information? Not quite sure? Check this location <http://bit.ly/2pAKEE3> #2017PAM