

SOCIAL MEDIA POLICY

Approval Date: **10 AUGUST 2016**

Review Date:

Responsible Officer: Bruce Quarmby

1. Purpose

The purpose of Council utilising social media platforms is to:

- Provide an efficient method of delivering factual, up-to-date information online
- Provide two-way communication with stakeholders through online feedback and correspondence mechanisms
- Become more interactive with the community

The purpose of this policy is to provide Coonamble Shire Council (CSC) employees with standards of use as they engage in conversations or interactions using digital media. The intention of this policy is to ensure Council's use of social media platforms to communicate with various stakeholder groups is effective, informative and appropriate.

2. Policy Statement

2.1 Council representatives using social media must:

- Only disclose publicly available information. No comment will be made on Social Media sites regarding confidential, private or legal matters
 - Only use corporate imagery such as logos and official Council photographs
 - Ensure that no copyrighted or trademarked material is published without permission
 - Ensure that information posted online is not illegal, libellous, discriminatory, defamatory, abusive, or obscene
 - Ensure that information posted online does not infringe Council's Code of Conduct or any other Council code or policy.
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2.2 When using Council social media sites, employees authorised by the General Manager (or nominee) will:

- Only post content that is genuinely expected to be relevant and of interest to followers
- Respond to enquiries within 24 hours (Monday to Friday) where possible
- Keep messages simple
- Provide relevant, accurate, fair and thorough information.

2.3 Monitoring social media

Council's Webmaster will monitor content posted on all official social media outlets to ensure adherence to the Social Media Policy for appropriate use, message and consistency in branding.

Content relating to Council that is posted on the internet by elected members, employees, residents and other community members or organisations will be monitored by the Webmaster through the use of Google Alerts and other applications.

Comments from social media users will be monitored and moderated where possible.

2.4 Personal use of social media

Guidelines in this Policy do not apply to Council staff personal use of social media, where staff make no reference to Coonamble Shire Council and do not identify themselves as an employee of Coonamble Shire Council or provide information that would enable them to be reasonably identified as a Council employee.

However, staff and Councillors that do comment via social media on issues regarding Council are therefore linked to Council. With this understanding staff and Councillors should be aware that comments made via social media are in the public domain, and use of such should be aligned to Council's media policy, Internet Email and Computer Use Policy and Code of Conduct.

Defamatory, disrespectful or deliberately misleading commentary provided on these platforms may bring staff or Councillors in breach of Council's Code of Conduct.

2.5 Non compliance with the Social Media Policy by Council representatives will be managed through the relevant Code of Conduct and disciplinary systems.

2.6 Developing new social media platforms

Council's General Manager must authorise the use of online marketing tools such as additional Council websites and social media channels that are branded or deemed to be associated with Coonamble Shire Council.

3. Scope

This social media policy applies to all people who work, volunteer or represent Coonamble Shire Council.

4. Related documents

- Coonamble Shire Council Code of Conduct
- Social Media Procedure
- Communications with the Media Policy
- Bullying and Harassment in the Workplace Policy
- Work Health and Safety Policy
- Internet Email and Computer Use Policy

5. Legislative Provisions

- NSW Local Government Act 1993
- Copyright Act 1968
- Privacy and Personal Information Protection Act 1998 (NSW) (PPIP Act)
- Privacy and Personal Information Protection Regulation 2014 (NSW) (PPIP Regulation)
- Defamation Act 2005

Policy Review History

Date	Changes Made	Approved By
May 2016	Policy draft developed	
June 2016	Draft policy endorsed	Min # 2088 08/06/2016
August 2016	Formally adopted – no submissions during public exhibition	Min # 2202 of 10/08/2016