



Policy Name: Social Media Policy

1. PURPOSE

The use of social media continues to grow and is recognised by the Council as a legitimate business tool for providing information and the delivery of services.

The purpose of this policy is to set the boundaries for the appropriate use of social media by Elected Members, Council staff, contractors and volunteers when conducting Council business, interacting with the public and interactions which may affect the Council.

2. SCOPE

- This policy applies to all Elected Members, Council staff contractors and volunteers.
- Further, it applies to:
 - All email messages, email attachments and associated files;
 - All instant messaging;
 - All internet use, including pages viewed, files downloaded and messages posted from the internet;
 - All podcasts, social networking sites (eg facebook, myspace, twitter, linkedin, flickr, you tube);
 - Text messaging;
 - All other forms of social media.

As it is not possible to expressly refer to or list the specific sites or kinds of social media outlets, the absence of a reference to a particular site or kind of social media does not limit the application of this policy.

This policy is not intended to cover personal use of social media where:

- the author publishes information in their personal capacity and not on behalf of, or in any way associated with the Council; and
- no reference is expressly or impliedly made to or about the Council or its business, its elected members, staff, contractors, volunteers, residents or council related issues.

3. POLICY

3.1 Use of social media during work hours (applies to staff only)

Social media must only be used during non-working hours (eg before and after work) and lunch breaks, except where it is required for the performance of your duties.

When using social media, you must:

- adhere to the Council's codes of conduct, policies and procedures;
- behave with caution, courtesy, honesty and respect;
- conduct yourself in accordance with the Council's values;
- comply with relevant laws and regulations.

The following is not permitted under any circumstances:

- abusive, profane or sexual language;
- content which is false or misleading;
- content which may be defamatory;
- confidential information about the Council or third parties;
- copyright or trademark protected materials;
- discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation, appearance or any other ground which is prohibited by law;
- illegal material or materials designed to encourage law breaking;
- materials that could compromise the Council or the safety of others;
- material which could bring the Council into disrepute;
- spam;
- personal details or references (whether express or implied) to elected members, staff, contractors, volunteers or third parties which may breach privacy laws;
- materials, statements or conduct which may be considered to be bullying or harassment.

If you have any doubt about the application of the provisions of this policy, you must check with Finance & Administration Manager before using social media.

4. ENFORCEMENT

The Council actively monitors the social media activities of its elected members, staff, contractors and volunteers.

Breaching this policy may result in disciplinary action, performance management and review. Serious or repeated breaches may result in suspension or termination of employment, association and/or other disciplinary measures.

Further, if directed by Council, you must remove any social media content which the Council considers is in breach of this or its associated policies. Non-compliance may result in disciplinary action as specified above.

5. OTHER ASSOCIATED POLICIES

Workplace Relations Policy.

Council's Code of Conduct (Elected Members and Staff)

Use of Social Media by Councillors Guidelines