


<b>POLICY</b>		Responsible Department	Executive
		Original Adoption Date	13.09.16
		<b>Current Adoption Date</b>	
		Audit Committee Review Date	NA
		Date of Review	29.04.2021

TITLE	POLICY - Social Media Policy
<b>Latest Review Changes</b>	29.05.19
<b>Previous Council Reviews</b>	13.09.16
<b>Previous Audit Committee Reviews</b>	

**Applicable Legislation:**

<ul style="list-style-type: none"> <li>• Copyright Act 1968 (Cth)</li> <li>• Criminal Law Consolidation Act 1935 (SA)</li> <li>• Defamation Act 2005 (SA)</li> <li>• Fair Trading Act 1997 (SA)</li> <li>• Fair Work Act 1994 (SA)</li> <li>• Freedom of Information Act 1991 (SA)</li> <li>• Local Government Act 1999 (SA)</li> <li>• Local Government (Elections) Act 1999 (SA)</li> <li>• Equal Opportunity Act 1984 (SA)</li> <li>• Australian Human Rights Commission Act 1986 (Cth)</li> <li>• Spam Act 2003 (Cth)</li> <li>• Privacy Act 1988 (Cth)</li> <li>• State Records Act 1997 (SA)</li> <li>• Civil Liability Act 1936 (SA)</li> </ul> <p>Roxby Council staff are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies.</p>
---

**Related Policies (alphabetical list):**

Code of Conduct for Council Employees
---------------------------------------

Customer Service Policy  
IT Electronic Communications Policy  
Media Policy and Procedure  
Privacy Policy - Procedure  
Records Management Policy  
Risk Management Policy

**Related Procedures:**

Dispute Resolution Procedure  
Privacy Policy-Procedure  
Service Requests

**Reference Documents:**

Roxby Council Communications Strategy

# POLICY

## 1. PURPOSE

Social media allows individuals, common interest groups and online communities to connect, share and consume information, thoughts and ideas. Social media messaging also allows for instant direct communication between stakeholders and Council.

Roxby Council recognises the opportunities that social media provides to engage in meaningful, two-way communication with the broader community. This can complement and enhance existing communication, customer service and consultation methods, and further improve access to, and delivery of, key services. Social media, as a form of communication, also poses some risks which need to be minimised and managed to ensure that Council is represented in a professional, and consistent manner.

Council also recognises the value of social media to the organisation provided through networking, recruitment, professional development, employee engagement, collaboration and innovation.

The intent of this policy is to provide clear guidance on the appropriate use of social media platforms and tools in order to enable and encourage its use by Council staff for the purpose of conducting Council business. For the purpose of this policy, the use of 'Council' includes all business units operating under the Council banner including Roxby Power, Roxby Water, and Roxbylink. The policy aims to:

- Promote effective and productive community engagement through social media
- Provide guidance about the appropriate use of social media tools
- Reduce the likelihood of miscommunication or inappropriate communications
- Help Council manage new challenges associated with social media such as speed and immediacy, record keeping, privacy and security
- Provide clarity about roles and responsibilities in relation to use, approval and monitoring

## 2. SCOPE

This policy applies to all employees, contractors, agents and volunteers of Roxby Council who purport to use social media on behalf of Roxby Council. This policy will also apply to agencies and individuals who provide services to Roxby Council and will be included in all relevant external supplier contracts.

Where employees, contractors, agents or volunteers refer to the Roxby Downs Council or respond to Roxby Downs Council social media posts, either directly or by inference, this policy will come into effect.

The policy applies to all current and future social media tools and channels. That is, digital spaces where people comment, view, contribute, create, forward, post, upload and share content, such as:

- Blogs, forums, discussion and bulletin boards, instant messaging facilities and journalism and news sites which facilitate public comment (e.g.: Whatsapp, WeChat)
- Microblogging sites (e.g. Twitter, Tumblr)
- Social networking sites and applications (e.g. Facebook, Snapchat, LinkedIn)

- Podcasts, video podcasts, video and photo sharing sites (e.g. Flickr, YouTube, Pinterest, Instagram, Vimeo)
- Online encyclopaedias (e.g. Wikipedia)
- Online collaboration platforms (e.g. Yammer, Wiki)
- Any other websites that allow individuals to use simple publishing tools or new technologies emerging from the digital environment.

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

This policy applies to the use of social media for:

- the purpose of conducting Council business and where representing Council; and
- personal use where reference is made (either directly or inferred) to Council staff, policies and services, suppliers or other stakeholders or Council related issues.

Personal use of social media during work hours is prohibited.

Council staff should not make comment, like or share posts which refer to Council (either directly or inferred) that are published by non-Council staff. Where the staff member believes that the community comment or post is important (could be a negative or positive comment or post) the staff member should take a screen-grab and refer the issue to the Communications and Engagement Officer.

Council staff are permitted to share and like Council initiated posts.

### **3. LEGISLATIVE AND POLICY FRAMEWORK**

Staff of Roxby Council are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies. A list of relevant legislation which may be used as a guide is included on the cover page.

### **4. POLICY STATEMENT**

Roxby Council requires a professional approach to the use of social media to ensure a consistent, factual and business like image is portrayed.

Social media is recognised as an important channel, used in conjunction with traditional methods, to communicate, listen to, engage and collaborate with the community and enhance the delivery of services.

At all times, use of social media by Council staff should be undertaken in a professional manner, in accordance with relevant policies and legislation, and consistent with the values of Roxby Council.

## **5 MANAGEMENT**

### **5.1 Approval**

The establishment of new social media sites must be endorsed by the Communications and Engagement Officer and approved by Roxby Council's Administrator/Chief Executive. Approval

of new social media sites should consider the identified business objective, audience, proposed use in line with this policy, resourcing requirements and ensure alignment with Council's overall Communications and Engagement strategy and branding and style guidelines. It is important to understand that more channels/sites are not necessarily a better way to communicate; be wary of diluting or over-duplicating the message.

Approval as a user of a Council social media site as Editor, Publisher or Account Manager must be endorsed by the Communications and Engagement Officer and approved by Roxby Council's Administrator/Chief Executive.

## 5.2 Security

To protect from unauthorised use of Council's social media channels, login information should be kept secure and changed at regular intervals:

- Choose passwords that combine upper and lower case letters and numbers
- Store login information in a secure location
- Change passwords every six months
- When an employee with access to a Council social media channel leaves the organisation that person's access will need to be discontinued.

## 5.3 Monitoring

Council's social media channels should be regularly monitored and maintained to ensure appropriate use. Where necessary keep formal records of social media activity in line with Council's Records Management Policy.

The site/page administrator is responsible for monitoring and early identification and reporting of problems or risks associated with the site/page they are managing.

Council and non-Council social media channels should be monitored for information, research and insight into issues circulating in the community and/or matters that impact on the municipality, its operations or reputation.

Where a Council employee or representative of Council identifies an issue with content or online behaviour this should be referred to the Communications and Engagement Officer.

## 5.4 Evaluation and continuous improvement

Use of Council's social media channels should be reviewed at regular intervals to ensure that it is achieving business objectives and to seek opportunities for further improvement. This includes review of qualitative (feedback, comments) and quantitative data (likes, reach, audience make-up, number of comments, click throughs to Council websites etc.).

## 6. ROLES AND RESPONSIBILITIES

Role	Responsibilities
Staff	<ul style="list-style-type: none"> <li>• Seek endorsement from the Communications and Engagement Officer on using social media and developing a communications plan to support business strategy</li> <li>• Seek approval for Council branding of social media</li> <li>• Seek training and development for using social media</li> <li>• Where a staff member is a site/page Admin they are responsible for monitoring and early identification of problems or risks associated with the site/page they are managing.</li> <li>• Understand and comply with the provisions in this policy</li> <li>• Records of email addresses, comments, photos and printed copies or electronic 'screen grabs' when reporting concerns regarding staff use or community comment (to the extent practicable) should be kept in Magiq (see procedure for detail)</li> <li>• Seek advice from the Communications and Engagement Officer if unsure about applying the provisions of this policy</li> <li>• Ensure contractors are provided with a copy of this policy</li> <li>• Familiarise yourself with the End User Licence Agreements of any external social media tools being used</li> </ul>
Senior Management Team (SMT)	<ul style="list-style-type: none"> <li>• Approve business strategy incorporating use of social media</li> <li>• Ensure staff consult and obtain authorisation from the Communications and Engagement Officer on their planned use of social media</li> <li>• Ensure contractors are provided with a copy of the social media policy</li> <li>• Ensure the demands of moderating and responding to user comments can be adequately resourced</li> <li>• Records of email addresses, comments, photos and printed copies or electronic 'screen grabs' when reporting concerns regarding staff use or community comment (to the extent practicable) should be kept in Magiq (see procedure for detail)</li> <li>• Offer training for staff using social media</li> </ul>
IT Department	<ul style="list-style-type: none"> <li>• Facilitate secure access to support delivery of Council business via social media</li> <li>• Regularly back up and archive internally hosted social media sites</li> <li>• Records of email addresses, comments, photos and printed copies or electronic 'screen grabs' when reporting concerns regarding staff use or community comment (to the extent practicable) should be kept in Magiq (see procedure for detail)</li> </ul>
Communications and Engagement Officer	<ul style="list-style-type: none"> <li>• Endorse use of social media tools for conducting Council business to the Senior Management Team</li> <li>• Provide advice and assist with the development of communication plans using social media</li> <li>• Records of email addresses, comments, photos and printed copies or electronic 'screen grabs' when reporting concerns regarding staff use or community comment (to the extent practicable) should be kept in Magiq (see procedure for detail)</li> <li>• Approve the design and branding of social media</li> <li>• Educate staff and contractors about this policy and their responsibilities when using social media</li> <li>• Advise appropriate precautions (e.g. disclaimers, image permissions, copyright)</li> <li>• Maintain a register of social media being used for conducting Council business including records of the business case for using social media, its strategic imperative, the intended administrator, URL, login, password and audience</li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor social media accounts/tools/sites registered for conducting Council business</li> <li>• Monitor social media for references to Roxby Council and its business units</li> <li>• Regularly conduct qualitative and quantitative review and evaluation of social media channels and advise on best practice</li> <li>• Seek legal advice as appropriate where an issue is likely to be contentious or may create legal risk for Council</li> </ul>
--	--

**7. ADHERENCE TO POLICY**

Council reserves the right, for legal compliance purposes, to monitor social media usage on its systems without advance notice and consistent with any applicable state, federal or international laws.

Roxby Council will actively monitor social media for relevant contributions that impact on the Council, its operations and reputation, and remove, where possible, content that violates this policy or any associated policies.

This policy will be published and promoted to Council staff, contractors and volunteers.

Any staff found breaching this policy may be subject to disciplinary action, performance management and/or review. Serious breaches may result in suspension or termination of employment or association in accordance with Council policies. Any content that breaches the policy guidelines will be recorded and kept on personnel records.

If Council staff become aware of any comments that breach these guidelines they should report them to the Communications and Engagement Officer and include a link or screenshot of the offending material.