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| POLICY |  | Responsible Department | Communications |
| | | Original Adoption Date | 13.09.16 |
| | | Current Adoption Date | 31.07.19 |
| | | Audit Committee Review Date | N/A |
| | | Date of Review | 25.06.21 |

| TITLE | POLICY - Media Policy and Procedure |
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| Latest Review Changes | Updated – not reviewed since adoption. |
| Previous Council Reviews | |
| Previous Audit Committee Reviews | |

Applicable Legislation:

- Local Government Act 1999
- Roxby Downs (Indenture Ratification) Act 1982

Related Policies (alphabetical list):

- IT – Electronic Communication Tools Policy
- Records Management Policy
- Social Media Policy and Procedure

Related Procedures:

- Code of Conduct for Local Government Employees
- Employment contracts
- Roxby Council Privacy Policy and Procedure
- Roxby Council Public Consultation Policy and Procedure

Reference Documents:

- Roxby Council Communications Strategy

POLICY

1. PURPOSE

The purpose of this policy is to formalise Council's position on communicating with and distributing media through different channels.

The policy will help to ensure that Council effectively promotes Roxby Council and creates mutually beneficial relationships with key stakeholders in a professional manner. The policy will ensure all communication is channelled through a central point so Roxby Council can actively monitor and respond to media issues.

The key objective is to positively promote Roxby Council and ensure a high degree of transparency between the Council and the community.

2. LEGISLATIVE AND POLICY FRAMEWORK

There is no legislative requirement for Council to have a policy relating to this area.

3. DEFINITIONS

Channel(s) – the distribution stream(s) for different media material. These can be mainstream channels such as newspapers and websites or social media such as Facebook and Twitter.

Communications and Engagement Officer – an employee, who shares responsibility for liaising with and distributing media material through different channels.

Research and Media Officer – an employee, who shares responsibility for liaising with and distributing media material through different channels.

Media – mainstream media channels and/or their employees. This includes print/written (for example, the Roxby Chronicle), radio/audio (for example, RoxFM), and social media.

Media material – a piece of proactive information such as a media statement or news release.

4. POLICY

Roxby Council promotes a positive and professional image and encourages open, timely and accurate communication. This includes establishing appropriate working relationships with the media.

The Administrator and Chief Executive are the principal spokespeople for all matters and decisions. The Administrator and Chief Executive can authorise a spokesperson to speak on his/her behalf.

The Communications and Engagement Officer and/or Research and Media Officer are responsible for reviewing enquiries from the media (including photograph and filming requests) and providing a prompt and professional response working with the Administrator, Chief Executive, and key internal staff.

Only authorised staff should respond to messages and issues on social media. Council staff are prohibited from using personal social media channels to comment on Council-related matters. Where the staff member believes that the community comment or post is important (could be a negative or

positive comment/post), the staff member should take a screen-shot and refer the issue to the relevant business unit, the Communications and Engagement Officer, and/or the Research and Media Officer.

5. COUNCIL RESPONSES TO ENQUIRIES FROM THE MEDIA

The Research and Media Officer must be notified of all enquiries from the media to Council employees. In the absence of a Research and Media Officer, the Communications and Engagement Officer should be notified.

Any information communicated must go through the Research and Media Officer and/or Communications and Engagement Officer. All information must be reflective of Council's position and:

- Be accurate
- Not disclose any confidential information
- Not include personal opinion, unless it is stated as such

When approached by the media, Research and Media Officer and/or Communications and Engagement Officer will determine the appropriate method and level of response. Responses may be in the form of a news release, email, written or verbal statement.

It is the responsibility of the Research and Media Officer and/or Communications and Engagement Officer to notify as soon as possible the relevant internal stakeholders who might be affected by the results of reactive media.

6. COUNCIL PROACTIVE INFORMATION

If a proactive news story is generated by the Communications and Engagement Officer and/or Research and Media Officer he/she will work with the relevant stakeholders to ensure information is correct and appropriately approved.

If a staff member identifies any news opportunities that they wish to release as an official communication, using Council resources, it is their responsibility to notify the Research and Media Officer and/or Communications and Engagement Officer in a timely manner. The Research and Media Officer and/or Communications and Engagement Officer will determine whether to pursue the opportunity and the best way/s in which to engage with any media. The decision will be based on:

- Timeliness
- Newsworthiness
- Audience reach
- Whether the opportunity appeals to the media
- Current media interests
- Competing media stories or tasks

Any proactive media release or editorial being released as an official communication, using Council resources, must first be reviewed by the Research and Media Officer who will advise the Administrator and/or Chief Executive of recommendation to publish or not publish before it can be issued.

Copies of every media release issued will be sent to the Senior Management Team (SMT).

7. COUNCIL INFORMATION

Most Council decisions, except those deemed confidential, are public documents and public property which are accessible on Council's website (www.roxbydowns.sa.gov.au).

Confidential employee matters cannot be conveyed in any form to the media.

8. MONITORING AND NOTIFICATIONS

Media monitoring (including social media) will be conducted by the Communications and Community Engagement Officer and/or Research and Media Officer. Relevant information is forwarded in a timely manner to the Administrator, Chief Executive and any relevant members of the SMT.