



## COUNCIL POLICY

**Title:** Social Media

**Responsible Officer:** Deputy Chief Executive Officer

Shire of  
**Kellerberrin**

**Version:** Current

### 1. PURPOSE

The purpose of this policy is to ensure responsible use of social media for official business whilst protecting the interests of the Shire of Kellerberrin.

This policy also establishes the Shire's commitment to maintaining high standards of professional and ethical conduct by supporting strategies that prevent, detect and respond to misconduct, fraud and corruption.

### 2. SCOPE

This policy is applied to the Shire of Kellerberrin and its elected members and employees.

### 3. DEFINITIONS

### 4. STRATEGIC CONTEXT

This policy links to core drivers:

1. Relationships that bring us tangible benefits (to the Shire and our community)
2. Our lifestyle and strong sense of community
3. We are prepared for opportunities and we are innovative to ensure our relevancy and destiny

### 5. POLICY STATEMENT

The Shire of Kellerberrin recognises the importance of the internet and social media as a modern and widely popular tool for community engagement.

As in all interactions, whether face to face or virtual, elected members and staff are representatives of the Shire of Kellerberrin. Members and staff must be aware that any comments or interactions they perform on a social media platform will be perceived by the public that their comments and views are that of the Shire of Kellerberrin. Members and staff should therefore ensure that their positions are in line with shire policies and positions.

## Guidelines for Use

- Take all appropriate measures to ensure the privacy of individuals and groups.
- Ensure good customer service at all times and always present a positive tone.
- Be accurate, both in the information being presented, the spelling and the grammar of any written responses.
- Attend to and correct any mistakes as promptly as possible.
- Respond positively and in a timely manner to negative posts (e.g. "Thanks [*their name*]. I will ask [*name of appropriate staff member, position title*] to give you a call about this. Could you please private message me your contact details?")
- Consider all communication channels prior to posting to ensure it is the most appropriate method of distributing the information.
- Check with the Chief Executive Officer prior to commenting on any controversial, sensitive, confidential or political matters.
- Notify the Chief Executive Officer Immediately if a potential legal issue caused by the actions or comments of third parties is identified.
- Do not discuss complex Shire related issues without prior approval of the Chief Executive Officer.
- Do not speak on behalf of staff in other areas without consultation.
- Do not make promises or give statements regarding the Shire's operations which aren't true or which haven't been authorised.

## Content Moderation

Information and links relating to community groups, community events, and public service announcements are acceptable postings.

Postings and links placed on shire social media platforms that are, or can be interpreted as offensive, slanderous, defamatory or untrue will be removed and repeating offenders may be blocked.

Postings and links placed on the shire's social media platforms that are blatantly commercial in nature may be removed.

## Content Monitoring

The Shire of Kellerberrin will endeavour to use social media comments and feedback to strengthen its customer service but it should be noted that comments, feedback and suggestions will not be treated as official complaints, or as official submissions. Where possible, this statement will be posted on the social media platform.

## Personal Use

Where your comments or profile can identify you as an employee of the shire, you must expressly state on all postings (identifying you as a shire employee) the stated views are your own and are not those of the Shire of Kellerberrin.

Where your comments or profile can identify you as an employee of the shire, you must not imply that you are authorised to speak as a representative of the shire, nor give the impression that the views you express are those of the Kellerberrin.

## **6. RELATED LEGISLATION/ DOCUMENTATION**

## **7. REVIEW DETAILS**

Council Adoption	Date	February 2020	Resolution #	MIN009/20
Previous Adoption	Date	October 2016	Resolution #	MIN168/16