



District Council of
ORROROO
CARRIETON

SOCIAL MEDIA POLICY

Version 1.0

Social Media Policy

| | |
|-------------------------|--|
| File reference | |
| Responsibility: | Governance |
| Version: | 1.0 |
| Effective date: | 23 rd March 2022 |
| Last revised date: | |
| Minutes reference: | MB Page 1120 Motion 016/0322 |
| Next review date: | March 2026 |
| Applicable Legislation: | LGA's Model Social Media Policy with a Social Media Issues Paper for SA Councils Copyright Act 1968 (Cth) Defamation Act 2005 (SA) Freedom of Information Act 1991 (SA) State Records Act 1997 (SA) General Disposal Schedule Independent Commissioner Against Corruption Act 2012 Local Government Act 1999 (SA) |
| Related Policies: | Complaint Handling Policy Request for Service Policy Council Committees (Terms of Reference) Caretaker Policy Code of Conduct for Council Members Privacy Policy Public Consultation Policy Records Management Policy |
| Related Procedures: | |

1. PURPOSE

- 1.1 This Policy provides a framework for Authorised Council Employees to:
- manage the flow of information delivered and received by Council through its Social Media applications when conducting official Council business; and
 - assist in the compliance of Council 's records management responsibilities.

2. SCOPE

2.1 This Policy applies to those digital spaces where people may comment, contribute, create, post, upload, forward and share content.

2.2 This Policy does not apply to personal use of Social Media where Employees and Elected Members publish information in their personal capacity (and not on behalf of, or in association with Council) where no reference is made to Council, its Elected Members, Employees, policies, services or any other issue related to Council.

However, if such a reference is made while using Social Media in a personal capacity, Employees and Elected Members should be aware that their behaviour may be governed by the relevant Code of Conduct.

3. DEFINITIONS

| | |
|------------------------|---|
| Account | The profile an organisation or an individual uses on a Social Media application. Council manages two forms of accounts: <ul style="list-style-type: none"> • Corporate account- managed by the platform administrator (CMO) and used to communicate on cross-Council matters • Targeted account- managed by Authorised Council Employee(s) to communicate specific information to a specific audience eg Pool, Tourism. |
| Authorised Employee | A Council Employee who has been authorised by the Chief Executive Officer or his/her delegate and trained to monitor, post and respond on Council's Social Media application(s). |
| Blog | Blog is a shortened term for 'web log'. Any comment, article, diary, text on the internet can be considered a 'blog'. |
| Comment | A comment is information or text contributed by one user to another in an online service. |
| CMO | Communications and Marketing Officer |
| Copyright/Plagiarism | A term that identifies the legal protection given to the creator of an original work. |
| Elected Member | All elected members of the District Council of Orroroo Carrieton including the Mayor. |
| Hashtag | A word or phrase preceded by a hash sign (#), used on social media sites such to identify messages on a specific topic. Words preceded by a hash tag are publicly viewable, become grouped and searchable. No individual or organisation can control a hash tag, they are publicly crowd generated and driven. |
| Notifications | Notifications are messages sent from social media sites. They can appear as an alert to a user from within the social media platform or be delivered via other medium such as email. |
| Platform Administrator | Identifies the Council's Communications and Marketing Officer (CMO). |
| Post | A post is content that has been contributed by a user to a social media channel. Posts can include text, images, video. |
| SLT | Senior Leadership Team |
| Social Media | Group term for a range of on-line communication channels, which enable content sharing and collaboration. Including but not limited to: social networking sites (eg Facebook, LinkedIn); microblogging sites (eg Twitter); blogs; podcasts; forums and discussion boards; wikis. |
| Tagging | On social media platforms, a 'tag' is a one use or users mention another in a post or contributed content. Users can also be identified in a picture via a 'tag'. |

4. POLICY STATEMENT

4.1 Strategic Use of Social Media

- 4.1.1 Council will use Social Media as an additional and complementary tool to develop and maintain positive relationships with its community. Social Media provides a digital space where Council can:
- listen to the needs of its community and respond;
 - provide community members with a space to actively participate in discussions that are important to them;
 - increase resident's access to Council;
 - increase Council's access to residents to improve the accessibility of Council communication;

- direct the community to information, consultation, community engagement events and photographs; and
- promote activities, events and programs.

4.1.2 Council's Social Media should be used wherever appropriate as additional support when Council consults with its community in accordance with its *Public Consultation Policy*.

4.1.3 Information, images or footage which is distributed through Social Media in the conduct of Council business will be:

- managed as official records in accordance with Council's *Records Management Policy and General Disposal Schedule*; and as per the Social Media Process; and
- subject to the provisions of the *Freedom of Information Act 1991* and may be accessed by an applicant, with certain restrictions.

4.2 Monitoring and Accountability

4.2.1 Council Accounts will be monitored by Authorised Employees who are approved to monitor each account.

4.2.2 All access and activity on Accounts shall be in accordance with *Use of Council ICT Resources Policy*.

4.2.3 It is not realistic for Authorised Employees to effectively respond to these communications outside of normal business hours. Council's Social Media Process outlines response guidelines for managing and monitoring Council Accounts.

4.3 Behaviour

4.3.1 Social Media is merely a further tool for engagement with the community and is subject to the Code of Conduct for Council Members and Council's Human Resource Management Policy. Any allegations or breaches of the relevant Code of Conduct or Policy shall be reported in the case of an:

1. Elected Member pursuant to the Complaint Handling Process Under the Code of Conduct for Council Members; and
2. Council Employee to the Chief Executive Officer; or in the case of the Chief Executive Officer to the Mayor of Council.

4.3.2 The Mayor and the Chief Executive Officer, as Council's appointed authorised persons may respond and engage on Council's Corporate Social Media Account. Elected Members may engage/interact with Council's Corporate Social Media Account, at all times being mindful of the Code of Conduct for Elected Members.

4.3.3 Comments by community members which amount to a complaint or a request for service, and which are posted on Council's Social Media should be acknowledged by an Authorised Employee and managed in accordance with Council's *Complaint Handling Policy, Request for Service Policy* and *Social Media User Guide*.

4.4 Content

- 4.4.1. All content must be accurate, factual and updated when appropriate using Plain English.
- 4.4.2 All content that is considered inaccurate or not factual will be removed or hidden from view by Council.
- 4.4.3 Council's Social Media sites should provide:
- (i) links to Council's website at www.orreroo.sa.gov.au for more information, forms, documents or online services necessary to conduct business with Council; and
 - (ii) User Terms and Conditions (Refer to Appendix 1) to outline Council's expectations of community members who wish to interact within the digital space - to include the action the Authorised Employee will take if prohibited content is posted and definitions of the prohibited content.
- 4.4.4 Prohibited Content
- The following will not be tolerated on Council's Social Media and, in accordance with clause 4.4.2 above, will be immediately removed or hidden from view by an Authorised Employee should it be posted by anyone:
- Abusive or profane comments.
 - Bullying or harassing comments.
 - Confidential material.
 - Copyrighted material.
 - Discriminatory language or material- in relation to a person or group based on age, colour, creed, disability, personal circumstances, 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.
 - Inappropriate material including that of a sexual nature.
 - Endorsements for a third-party organisation unless otherwise approved by Council or the Chief Executive Officer.
 - Material that is or potentially against the law (e.g. defamation, privacy, trade practices, trademarks).
 - Images that may identify individuals (photographs/video) without their permission or that from their parent/guardian.
 - Materials which could compromise Council, Employee or system safety.
 - Materials which breach a Council policy.
 - Materials which could damage Council's reputation.
 - Materials which are offensive to the reasonable person.
 - Personal details or references to Elected Members, Council Employees or related parties.
 - Political or election-related lobbying (however, information which promotes or encourages participation in Local Government elections is permitted).
 - Spam, junk mail or advertising.
 - Or any other material considered inappropriate.
- 4.4.5 At all times Council reserves the right to access Authorised Employee login information.
- 4.4.6 Council Accounts shall not be utilised for posts or comments in relation to any development assessment under the *Development Act*.

4.5 Opening and Closing an application or account

To establish a new Social Media Account for Council a business case must be presented to SLT detailing those considerations addressed in the Social Media Process.

Social Media applications or accounts which no longer provide an effective communication tool, or which have become too resource-intensive to maintain will be closed on instruction by the Chief Executive Officer.

4.6 Reporting

All Social Media activity relevant to Council and Council business should be captured in line with the Social Media Process.

4.7 Records Management

All Social Media activity falls within Council Records Management responsibilities and therefore all posts shall be managed in accordance with Council's *Records Management Policy*.

4.8 Continued Unreasonable Conduct of Users

If a user of Council's Social Media, after being warned of their inappropriate use, continues to post Prohibited Content as outlined in clause 4.4.4, Council reserves the right to suspend or block a user from the relevant or all Council Social Media sites. Council will at all times allow a user to change their behaviour before instigating such action and will adhere to the principles of natural justice.

5 Further Information

This policy is available to be downloaded, free of charge, from Council's website: www.orreroo.sa.gov.au A printed copy may be purchased on request from the Council Office.

Review History

| Version No: | Issue Date: | Description of Change |
|-------------|------------------|---|
| 1.0 | 4 February 2022 | Considered by Audit & Risk Management Committee |
| 1.0 | 23 February 2022 | Authorised by Council for Public Consultation |
| 1.0 | 23 March 2022 | Adopted by Council |

APPENDIX 1:

Terms of Use

All content must be in line with both the Council's and Facebook's Terms of Use (<http://www.facebook.com/terms.php>). Content may be removed if it is:-

- Obscene (including swearing), hateful, derogatory, threatening, sexist or racist,
- Illegal, fraudulent, non-factual, misleading or deceptive,
- Singling out any individual, group or business for negative comment,
- Compromising the safety or security of the public,
- Spam or advertising,
- Containing personal details, personal circumstances or sensitive information,
- Off topic or repetitive posts copied/pasted or duplicated,
- Promoting political parties,
- Containing viruses, corrupted files, or any other software or programs that may damage the operation of another's computer.

Your access to and use of Council's online sites constitutes your acceptance of these terms. **VERY IMPORTANT:** if you see a comment that you think is inappropriate, please let us know by emailing us at council@orroroo.sa.gov.au or phone (08) 8658 1260.

Disclaimer

The District Council of Orroroo Carrieton does not accept responsibility for any user content on this page, nor do we guarantee their accuracy. Any content shared on any District Council of Orroroo Carrieton online presence, reflects the views of the author and do not necessarily reflect the official views of the District Council of Orroroo Carrieton. However, that being said, Council staff will regularly monitor (not moderate) all comments posted in its pages to ensure that all defamatory material is hidden from view in a timely manner.

Users understand and agree that if the District Council of Orroroo Carrieton or users of this page provide information and advice of any kind, any use of such advice or information is solely at their own risk. Users are granting the District Council of Orroroo Carrieton and anyone viewing this page irrevocable permission to copy, distribute, make derivatives, display or perform the contributor's work publicly and free-of-charge.

The District Council of Orroroo Carrieton may vary the terms of use for social media tools and sites from time to time and users should review the Terms of Use regularly to ensure they are aware of any changes.