



4.31-1.11 SOCIAL MEDIA

Distribution:	Elected Members, Executive Management, Council Staff
Responsible Officer:	Chief Executive Officer
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Purpose

To provide clarity to employees on how to conduct themselves in social media, both for official Shire of Goomalling business and/or for any personal use.

To encourage employees to find a voice in social media, but at the same time protect the interests of the Shire of Goomalling.

To inform employees and Elected Members of their responsibilities when using social media.

Scope

All Shire of Goomalling employees, contractors and Elected Members

All online social media tools (e.g., Facebook, twitter, Flickr, YouTube, wikis, LinkedIn, etc.).

Standard

The Shire of Goomalling embraces the use of social media as a council communications and community-building tool. All employees need to use good judgment about what material appears online, and in what context.

Social media can increase community engagement and collaboration in policy development and service provision, leading to more open and democratic government processes. It can also contribute to early identification of public issues or concerns, leading to more effective, responsive risk management and stakeholder engagement.

This policy is designed to help us build capability and capacity to engage through social media in a deliberate and considered way.

Personal Use Guidelines

What you publish online in social media:

- a. is not private (even if you have set strict privacy settings),
- b. will be visible and recorded for a long time (even if you delete something), belongs to the social media provider (e.g., what you type on Facebook belongs to Facebook).

You are free to chat about whatever you like offline. However, when writing online, its not a private conversation, its visible for a long time, and you may be seen as representing the shire, so please:



POLICY MANUAL GOVERNANCE

Don't:

- a. write as if you're speaking for the shire (or in a way that may be seen as doing so),
- b. write anything you couldn't justify to your manager (e.g., something that breaches shire policies),
- c. assume people know you work for the shire.

Do:

- a. protect your privacy,
- b. consider the „grandma rule“ (don't post anything you wouldn't show your grandma).

Work Use Rules

Do:

- a. identify yourself with your name in the post or comment,
- b. use your common sense,
- c. remember you are representing the shire,
- d. apply the guidelines of our normal Shire policies and the local, state and federal laws they refer to,
- e. protect the privacy of individuals and groups,
- f. apply good customer service,
- g. be accurate,
- h. be the first person to correct any mistakes you make,
- i. consider copyright/Creative Commons,
- j. have a positive tone,
- k. respond positively and in a timely manner to negative posts (which may include commenting “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?”)
- l. carefully consider if social media is the appropriate communication channel and avoid posting any statement on social media if it is not intended for wide public distribution,
- m. check with your supervisor before commenting on controversial, sensitive, confidential or political matters,
- n. be apolitical, impartial and professional,
- o. check with people before using images or videos of them,
- p. check with people before using images or videos created by them, and then give credit to them,
- q. proofread for spelling and grammar before you post (type into Word spell check, then copy and paste into the social media.

Don't

- a. discuss complex Shire related issues without prior approval of the CEO,
- b. compromise the privacy of any person,
- c. be flippant or sarcastic (a reader might not get it),
- d. post confidential information about any individual or group,
- e. post inaccurate or inappropriate information,
- f. don't make promises or give statements regarding the Shire's operations which aren't true or which you haven't been authorised to make or give,
- g. alter previous posts without indicating that you have done so,
- h. speak for other people or areas in the Shire, let them speak for themselves.



Public Use of Shire of Goomalling's' Social Media

Make the rules for public use clear in the social media.

For example, below is text from the 'About' section in our Shire of Goomalling Facebook page, that clearly lays out the rules of using that page and what will happen if they are breached.

Follow Shire of Goomalling polices when using social media

Roles and Responsibilities

Elected Members and All Staff

- Ensure all social media usage complies with this policy.

Legislation

Nil

Resource Documents

Nil

Local Law

Nil

Delegation

Not Applicable