

EME031	SHIRE SOCIAL MEDIA		
POLICY OWNER:	Council		
DEPARTMENT:	Office of the CEO		
CREATION DATE:		REVIEW SCHEDULE:	Annually
RELATED PROCEDURES:			
RELATED FORMS:			
RELATED DELEGATIONS:			
RELATED POLICIES:	Shire of Carnarvon Code of Conduct for Council Members, Committee Members and Candidates Shire of Carnarvon Code of Conduct for Employees		
LEGISLATION:			
DOCUMENT CONTROL			
DATE REVIEWED:	REVIEWED BY:	CHANGES (IF ANY):	ENDORSED BY COUNCIL:
23/08/2022	Council	Nil	FC7/8/22
25/06/2024	Council	Nil	OCM 04/06/24

EME031 Shire social media

OBJECTIVES

The objectives of this policy are to:

- Communicate and promote the Shire's news, initiatives, events, and profile, and actively listen to the community's views on local government matters.
- Actively engage with the community and raise the profile and public awareness of Shire business, services, public resources and facilities, and response/recovery actions in relation to natural events and emergencies.
- Strengthen the Shire reputation as being responsive, consultative, participatory, and transparent.
- Provide an appropriate framework for use of Social Media that aligns with the Shire's Codes of Conduct.

POLICY STATEMENT/S

This policy represents authorisation from the Shire President to the Chief Executive Officer pursuant to s5.41(f) of the Local Government Act 1995 for Shire commentary to be conducted using social media under this policy framework.

Use of the Shire's Social Media shall be limited to:

- Authorised Shire Representative as determined by the Chief Executive Officer in writing.
- The dissemination of information only unless otherwise approved by the Shire President or the Chief Executive Officer.



c. Information from the Shire of Carnarvon or from another agency or organization where the information relates to the response and recovery processes applicable to a natural event or an emergency.

An authorised Shire Representative may only disclose publicly available information (excludes confidential, proprietary, private, or legal matters) on Social Media, and must not cite, post or reference material from a third party, although applicable to the Shire, without approval from that third party and their Executive Manager.

An authorised Shire Representative shall record all social media communications in the Shire central records system

A Shire representative must not publicly disclose any internal information via social media that may adversely affect the Shire's customer relations or public image.

A Shire representative when using Social Media shall always be accurate and factual, respectful and courteous, and mindful of:

- a. Their obligation of fidelity to the Shire,
- b. The Shire's Code of Conduct,
- c. Possible implications under other legislation and common law (i.e. not illegal, libellous, discriminatory, defamatory, abusive or obscene); and
- d. Not bringing Council's integrity into disrepute or harm the operations or reputation of the organisation.

A Shire representative in using Social Media in their own personal time must not refer to or comment on local government business, activities, or other Shire representatives without first having obtained authorisation from the Shire President or Chief Executive Officer.

Note

With Social Media having blurred the lines between people's personal and professional time and space it is important to understand that the impact of a person's social media presence can have repercussions in both their personal and professional lives.

While active Social Media interaction by Shire Representatives in a personal capacity is accepted as a medium of advocacy and self-expression, it is important the use of Social Media engagement by a Shire Representatives does not harm the organisation, or its employee's reputations.

It should be noted that a Shire Representative found to have breached the provisions of this policy or pertinent legislation (including the Shire's Codes of Conduct) may be subject to disciplinary action by the Shire.