

	<h1>Social Media Policy</h1>	Version No:	1.1
		Issued:	December 2016
		Last Review:	March 2019
		Next Review:	December 2022

Name of Council	Wudinna District Council
File reference	9.63
Responsibility:	Governance
Policy Level	Discretionary
Minutes reference:	Motion 10.6.8, 16 April 2019
Next review date:	Council will endeavour to review this policy within 6 months following Council election
Applicable Legislation:	<p>Relevant legislation includes but is not limited to, the following:</p> <ul style="list-style-type: none"> • Copyright Act 1968 (Commonwealth) • Criminal Law Consolidation Act 1935 (SA) • Defamation Act 2005 (SA) • Fair Trading Act 1997 (SA) • Fair Work Act 1994 (SA) • Freedom of Information Act 1991 (SA) • Local Government Act 1999 (SA) • Local Government (Elections) Act 1999 (SA) • Equal Opportunity Act 1984 (SA) • Australian Human Rights Commission Act 1986 (Commonwealth) • Spam Act 2003 (Commonwealth) • Privacy Act 1988 (Commonwealth) • State Records Act 1997 (SA) • Civil Liability Act 1936 (SA)
Related Policies/ Procedures:	<p>Code of Conduct for Council Employees Code of Conduct for Elected Members (For further related Policies and/or Procedures, refer to Clause 4)</p>

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1. INTRODUCTION

Social media allows online communities with common interests to connect, share and consume information, thoughts and ideas.

Wudinna District Council recognises the opportunities that social media provides to engage in meaningful, two-way communication with the broader community. This can complement and enhance existing communication, customer service and consultation methods, and further improve access to, and delivery of, key services.

The Council also recognises the value of social media to the organisation provided through networking, recruitment, professional development, employee engagement, collaboration and innovation.

The intent of this policy is to provide clear guidance on the appropriate use of social media platforms and tools in order to enable and encourage its use by Council staff for the purpose of conducting Council business.

2. OBJECTIVES

The policy aims to:

- Promote effective and productive community engagement through social media
- Provide guidance about the appropriate use of social media tools at Wudinna District Council
- Reduce the likelihood of miscommunication or inappropriate communications
- Help Wudinna District Council manage new challenges associated with social media such as speed and immediacy, record keeping, privacy and security
- Provide clarity about roles and responsibilities in relation to use, approval and monitoring

3. SCOPE

This policy applies to all Elected Members, employees, contractors, agents and volunteers of Wudinna District Council who purport to use social media on behalf of Wudinna District Council. This policy will also apply to agencies and individuals who provide services to Wudinna District Council and will be included in all relevant external supplier contracts.

The policy applies to all current and future social media tools and channels. That is, digital spaces where people comment, view, contribute, create, forward, post, upload and share content, such as:

- Blogs, forums, discussion and bulletin boards, instant messaging facilities and citizen journalism and news sites which facilitate public comment
- Microblogging sites (e.g. Twitter)
- Social networking sites (e.g. Facebook, MySpace, Google+, Bebo, Friendster, LinkedIn)
- Podcasts, video podcasts, video and photo sharing sites (e.g. Flickr, YouTube, Pinterest, Instagram)
- Online encyclopaedias (e.g. Wikipedia)
- Online collaboration platforms (e.g. Yammer, Wiki)
- Any other websites that allow individuals to use simple publishing tools or new technologies emerging from the digital environment.

As it is not possible to expressly refer to or list all the specific sites or kinds of social media activity, the absence of a reference does not limit the application of this policy.

This policy applies only to the use of social media for:

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- the purpose of conducting Council business and where representing Council; and
- personal use where reference is made to Elected Members, staff, policies and services, suppliers or other stakeholders or Council related issues.

Limited personal use of social media is permitted during paid working hours provided it is incidental. Use must not affect the expected levels of performance and productivity, output and work responsibilities and must comply with relevant policies

4. LEGISLATIVE AND POLICY FRAMEWORK

Elected Members and staff of Wudinna District Council are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies. A list of relevant legislation which may be used as a guide is included in the “Applicable Legislation” listed on page 1.

This policy should be read in conjunction with other relevant policies and procedures of Wudinna District Council. Policies and guideline provisions which must be adhered to in relation to the use of social media include the following Wudinna District Council documents:

- Acceptable use policies for email, internet, digital equipment, electronic communications
- Code of Conduct for Elected Members
- Code of Conduct for Council Employees
- Employment Contracts
- Information and Communications Technology Policy
- Records Management Policy
- Privacy and Personal Information Policy
- Public Consultation Policy

5. POLICY STATEMENT

Wudinna District Council encourages the appropriate and professional use of social media to aid the efficient and effective conduct of Council business.

Social media is recognised as an important channel, used in conjunction with traditional methods, to communicate, listen to, engage and collaborate with the community and enhance the delivery of services.

At all times, use of social media by Elected Members and staff should be done in a professional manner, in accordance with relevant policies and legislation and consistent with the values of Wudinna District Council.

5.1 Usage

5.1.1 Speak how you would like to be spoken to

- Be courteous, patient and respectful of others’ opinions, including detractors
- Use your own voice, but be mindful of language and expression
- Don’t make statements or forward, share or upload content that is malicious, defamatory or may negatively impact the reputation of another
- Be mindful of anti-discrimination laws and do not publish statements or information which may be discriminatory

Refer to Appendix A – “Social Media Response Guide” for guidance on how to respond to social media comments.

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5.1.2 Stick to the facts

- Only comment about matters within your area of expertise
- Be accurate, constructive, helpful and informative, and correct any errors as soon as practicable
- Only publish content and statements that you know are true, clear and not likely to mislead or deceive
- If you make an error, be up front and correct it quickly

5.1.3 Keep your opinion, beliefs and political views separate from Council business

- Only publish content on Council's social media channels that is apolitical, in line with official Council positions and Wudinna District Council's values and free from personal opinions, beliefs and political views
- Council staff using private social media channels outside of work hours to comment about Council related matters should clearly identify their comments as their own personal opinions, be accurate and factual and not disparage Council, Elected Members, employees or contractors etc
- Elected Members should use social media in accordance with Council's Code of Conduct. Generally, Elected Members, should not express personal opinions on Council decisions or Council business nor be critical of the Council. If it is not possible to separate official Council positions from personal opinions, Elected Members should consider using a formal disclaimer to separate interests

5.1.4 Stay within your level of authorisation

- Only use social media channels in the manner for which you have been authorised and do not commit Council to actions or undertakings
- Leave formal statements and announcements to the official spokespeople and if you are unsure, check with your supervisor
- Refer any media enquiries via social media or posts about potentially sensitive/political issues to the Chief Executive Officer/Mayor for a response in line with Council's Media Policy

5.1.5 Be fair and transparent

- Be clear about your professional identity and any vested interests and refrain from covert, anonymous or deceitful representation including via a third party
- Encourage open, honest and transparent engagement and feedback by the online community
- Refrain from any behaviour which could be seen as biased, showing undue favour or in response to real or perceived compensation or reward

5.1.6 Maintain confidentiality and respect the privacy and property of others

- Only discuss publicly available information and maintain the confidentiality of internal discussions, confidential decisions of Council, and personal or private information about Elected Members, employees or third parties
- Seek permission from anyone who appears in any photographs, video or other footage before sharing via any form of social media and if asked to remove materials do so as soon as practicable
- Only use or reproduce copyright material, or the intellectual property of others, including applications, sound recordings (speeches, songs), footage (video), graphics (graphs, charts and logos), images, artwork, photographs, publications or music if you have permission from the creator or owner

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5.1.7 Be responsible, accessible and responsive

- Appropriately monitor any social media sites created and ensure they can be easily edited, improved or removed
- Specify the type of comments and feedback that will receive a response and clearly communicate a target response time. Refer to Appendix A for guidance on how to respond to social media comments
- Make it easy for audiences to reach Council via other methods by publishing Council's phone number, generic email, Facebook and Twitter accounts
- Ensure information on social media meets government web standards for accessibility and/or is available in another form where practical
- Do not use social media when inebriated, irritated, upset or tired
- Protect your personal privacy and guard against identity theft

5.1.8 Uphold acceptable content standards

Under no circumstances is the following content permitted on Council social media channels, and if found, formally report, record and then delete it immediately:

- Abusive, profane or sexual language
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender identity, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
- Illegal material or materials designed to encourage law breaking
- Materials that could compromise Council, employee or system safety
- Materials which would breach applicable laws (defamation, privacy, trade practices, copyright, financial rules and regulations, fair use, trademarks)
- Confidential information about Council or third parties
- Material that would offend contemporary standards of taste and decency
- Material which would bring the Council into disrepute
- Personal details or references to Elected Members, Council staff or third parties, which may be inconsistent with Council's Privacy Policy
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Statements which may be considered to be bullying or harassment

Refer to Attachment A for guidance on how to respond to social media comments.

If you have any doubt about applying the provisions of this policy, check with Chief Executive Officer before using social media to communicate. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice.

5.2 Management

5.2.1 Approval

The establishment of new social media sites must be approved by the Chief Executive Officer. Approval of new social media sites should consider the identified business objective, audience, proposed use in line with this policy, resourcing requirements and ensure alignment with Council's branding and style guidelines.

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5.2.2 Security

To protect from unauthorised use of Council's social media channels, login information should be kept secure and changed at regular intervals:

- Choose passwords that combine upper and lower case letters and numbers
- Store login information in a secure location and maintain a centralised list of all staff access restrictions
- Change passwords every six months and when an employee with access to a Council social media channel leaves the organisation

5.2.3 Monitoring

Council's social media channels should be regularly monitored and maintained to ensure appropriate use. Where necessary keep formal records of social media activity in line with Council's Records Management Policy.

Council and non-Council social media channels should be monitored for information, research and insight into issues circulating in the community and/or matters that impact on the municipality, its operations or reputation.

5.2.4 Evaluation and continuous improvement

Use of Council's social media channels should be reviewed at regular intervals to ensure they are achieving business objectives and to seek opportunities for further improvement. This includes review of qualitative (feedback, comments) and quantitative data (likes, reach, audience make-up, number of comments, click throughs to Council websites etc).

6. ROLES AND RESPONSIBILITIES

Role	Responsibilities
Elected Members	<ul style="list-style-type: none"> • Seek advice/authorisation from the Chief Executive Officer on using social media • Seek approval for Council branding of social media • Register social media account/tools/site with the Chief Executive Officer • Understand and comply with the provisions in this policy • Seek training and development for using social media • Seek advice from the Chief Executive Officer if unsure about applying the provisions of this policy
Chief Executive Officer and Office Manager	<ul style="list-style-type: none"> • Authorise use of social media tools for conducting Council business • Provide advice and assist with the development of communication plans using social media • Approve the design and branding of social media • Educate Elected Members, staff and contractors about this policy and their responsibilities when using social media • Advise appropriate precautions (e.g. disclaimers) • Monitor social media accounts/tools/sites registered for conducting Council business • Monitor social media for references to Wudinna District Council • Regularly conduct qualitative and quantitative review and evaluation of social media channels and advise on best practice • Seek legal advice as appropriate where an issue is likely to be contentious or may create legal risk for Council
Staff and contractors	<ul style="list-style-type: none"> • Seek approval from the Chief Executive Officer and/or Office Manager for business

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	<p>strategy incorporating social media</p> <ul style="list-style-type: none"> • Seek advice/authorisation from the Chief Executive Officer and/or Office Manager on using social media and developing a communications plan to support business strategy • Seek approval for Council branding of social media • Register social media account/tools/site with the Office Manager/Administration staff • Seek training and development for using social media • Understand and comply with the provisions in this policy • Maintain records of email addresses, comments, 'friends', followers and printed copies or electronic 'screen grabs' when using externally hosted sites to the extent practicable • Seek advice from the Chief Executive Officer and/or Office Manager if unsure about applying the provisions of this policy • Ensure contractors are provided with a copy of this policy • Familiarise yourself with the End User Licence Agreements of any external social media tools being used
Business Unit Managers	<ul style="list-style-type: none"> • Approve business strategy incorporating use of social media • Ensure staff consult/obtain authorisation from the Chief Executive Officer and/or Office Manager, on their planned use of social media • Ensure contractors are provided with a copy of the Social Media Policy • Ensure the demands of moderating and responding to user comments can be adequately resourced • Offer training for staff using social media • Ensure regular review and evaluation of social media channels in line with business objectives and for the purpose of continuous improvement • Maintain a register of social media being used for conducting Council business including records of the business case for using social media, its strategic imperative, the intended administrator, URL, login, password and audience
IT Support	<ul style="list-style-type: none"> • Facilitate secure access to support delivery of Council business via social media • Regularly back up and archive internally hosted social media sites

7. ADHERENCE OF POLICY

Council reserves the right, for legal compliance purposes, to monitor social media usage on its systems without advance notice and consistent with any applicable state, federal or international laws.

Wudinna District Council will actively monitor social media for relevant contributions that impact on the Council, its operations and reputation, and remove, where possible, content that violates this policy or any associated policies.

This policy will be published and promoted to Elected Members and staff of Wudinna District Council.

Any staff found breaching this policy may be subject to disciplinary action, performance management and/or review. Serious breaches may result in suspension or termination of employment or association in accordance with Council policies. Any content that breaches the policy guidelines will be recorded and kept on personnel records.

For Elected Members, breaching this policy may result in a code of conduct complaint.

If Elected Members or staff become aware of any comments that breach these guidelines they should report them to the Chief Executive Officer and/or Office Manager and include a link or reference to the offending material.

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Elected Members and staff of Wudinna District Council are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies.

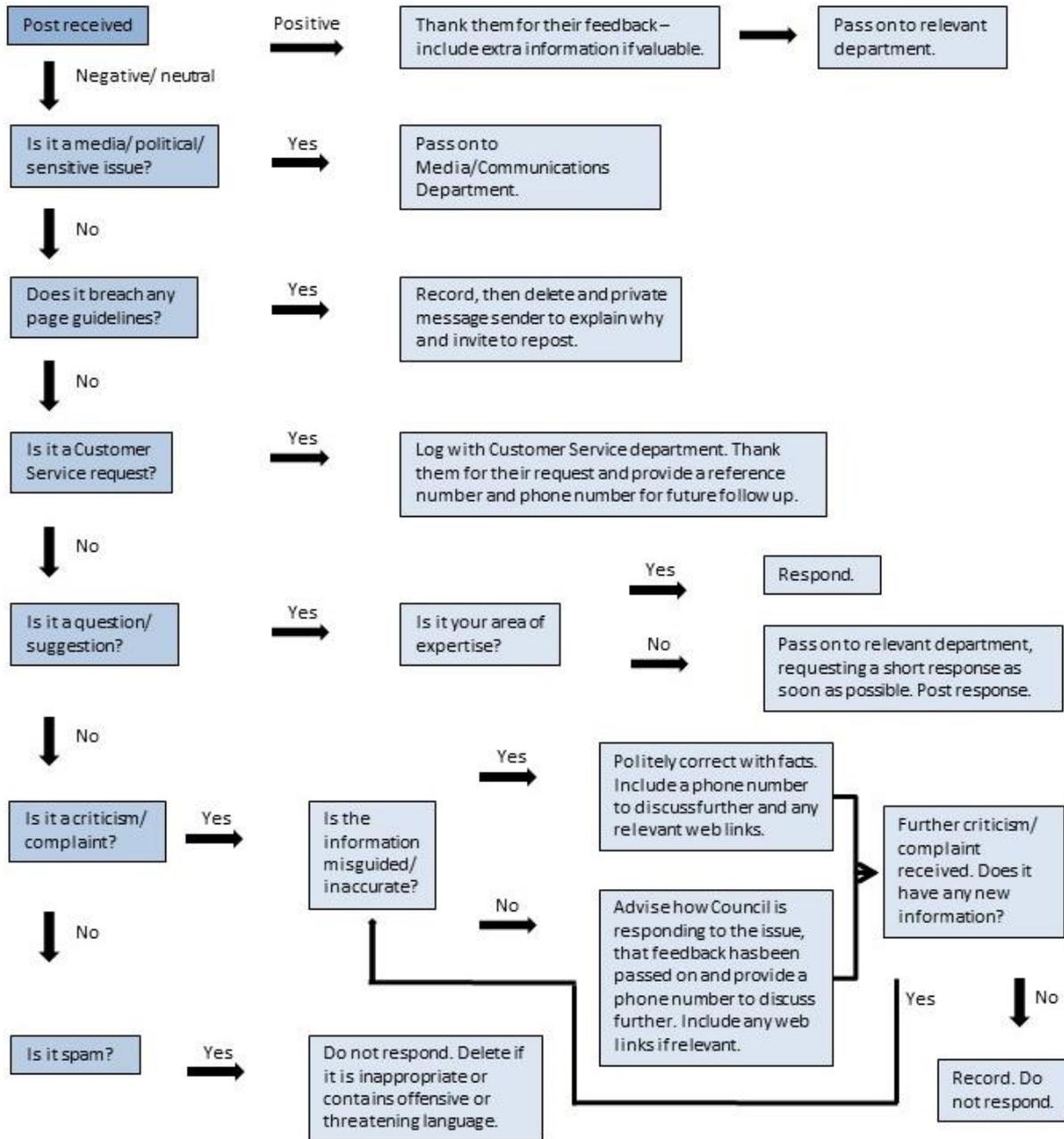
8. AVAILABILITY OF POLICY

This Policy will be available for inspection at Council's principal office during ordinary business hours and on the Council's website www.wudinna.sa.gov.au. Copies will also be provided to interested members of the community upon request, and upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

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Appendix A – Social Media Response Guide

The following flow chart has been designed as a guide for deciding what posts should be responded to on Council social media channels and in what manner.



Consider the four 'T's

Transparency Be forthcoming and honest.	Timeliness Respond on the same business day, or sooner if an issue.	Tone Be friendly, professional and comprehensible.	Take it offline Try to limit negative conversations by asking people to call to discuss further.
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Appendix B –Facebook Administration Procedure

Post to Facebook should be items that would go in normal media publications (eg Granite, website noticeboard, town noticeboards, general website information published for the public) - refer to list of suggested posts items

Once it has been decided what is going to be posted on the Facebook page (picture, text, picture and text etc)

As with all other outgoing correspondence, any text is to be proofed by at least one other staff member (for spelling and grammar checks).

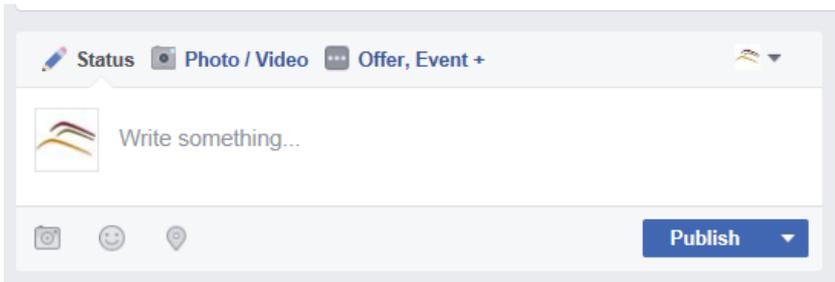
Get the ok by the Office Manger as ‘moderator’ of the site.

Log onto Facebook:

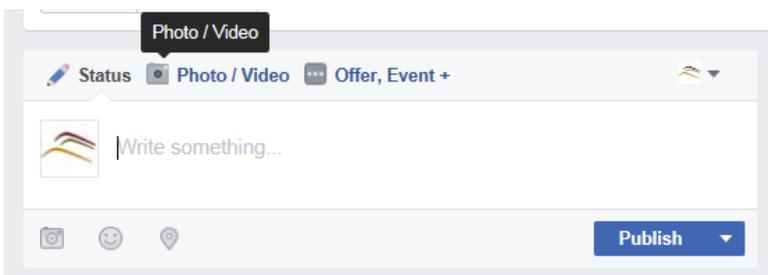
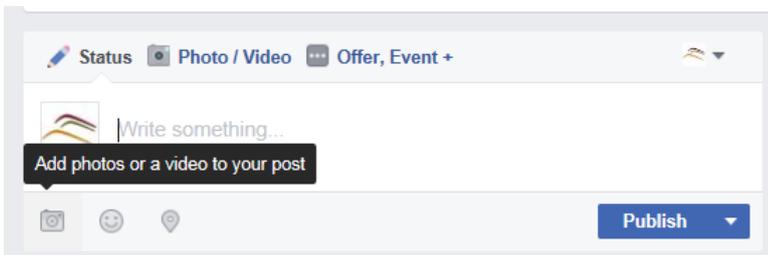


tanya.mitchell@wudinna.sa.gov.au (would not allow the generic email but admin@wudinna.sa.gov.au Wudinna1925 has been set to receive the email notifications)

To ‘post’ text click in “write something” below ‘status’ and copy and paste (preferred) or free type

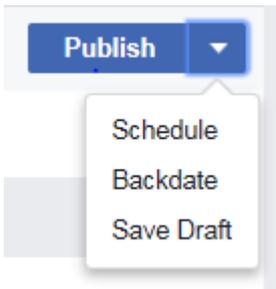


To ‘post’ a picture or video there two options (both do same thing) so click on either camera icon

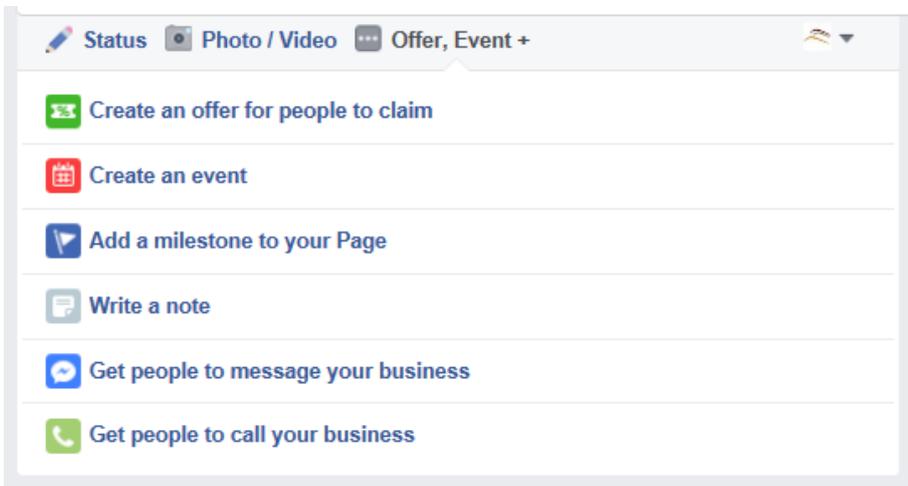


Once the text and/or picture is correct either click direct on “Publish” button to post immediately or the dropdown arrow allow for posting later

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There is the option to create events etc however at this stage WDC will not require this option.



Once a post has been published to the page, the public will be able to view and comment on it so make sure it is correct or if you accidentally hit publish but then notice it's not correct use the dropdown alongside the status to delete or edit it.



Notifications will be set to email admin@wudinna.sa.gov.au when someone comments on a post, this will just be for monitoring.

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Depending on the comment it can be left with no response from Council or if a response is required admin would 'reply' with a standard comment of "Thank-you ... please contact Council direct on 8680 2002 to discuss this" or "Thank-you ... please see the link on our website www.wudinna.sa.gov.au for further information".

For example if we put up a picture of an impounded dog (with details as per requirements of DCMB) people may start commenting with ideas that it belongs to. They are able to 'tag' possible owners but unless someone says "that's my dog" we wouldn't respond. If they say it's my dog then we could go on to comment "please contact the office to arrange collection"

If the post was something like the proposal for the skate park, we may start getting feedback in the comments however this would be like any other consultation feedback and we could go on to take screenshots of the comments for records/manager response.