



COUNCIL POLICY

Social Media

Policy Number:	PO020		
Strategic Plan Objective	Community Engagement 2. Sense of Ownership 2.1 Our communities are well informed		
Policy Owner:	Chief Executive Officer	File Number:	2.63.1
Responsible Officer:	Business Improvement Officer	Minute Reference:	214/2016 (12/10/2016)
Date Adopted:	12 th October 2016	Next Review Date:	July 2019

1. POLICY OBJECTIVES

This policy aims to provide the community, stakeholders, council staff and Elected Members with an understanding of the role of social media as a tool for engaging with the community and disseminating information.

This policy also sets out Council's position in respect to the expectations of Council's representatives when engaging in social media in both an official and personal capacity.

This policy applies to the use of social media from any location, network or device, at any time, whether during business hours or not.

2. SCOPE

This policy applies to:

- i. All employees of the Yorke Peninsula Council, including Council's Visitor Information Centre that use social media sites.
- ii. Elected Members.
- iii. Contractors or consultants acting on behalf of Council including Council managed caravan parks.

3. DEFINITIONS

Authorised Employee	For the purposes of this Policy, an employee who has been approved and trained to post on social media on behalf of Council as per the Social Media Policy.
Content	Any information that is published to an account such as statements, photos and videos.
Council	The Yorke Peninsula Council.
Council representatives	Anyone identified as a Yorke Peninsula Council employee, contractor or Elected Member.
Employee	A person who works for Council, including employees, contractors, volunteers, work experience placements, students or any other person who has access to Council's electronic

	systems.
Platform / tool / site	A social media website such as Facebook, Twitter or Instagram.
Post	Means an entry i.e. comment, statement, photo etc. onto a social media site.
Social Media	Social media generally is defined as a group of web based applications that enable the creation and exchange of user generated content. For the purpose of this policy, social media will specifically refer to Facebook, Twitter and Council blogs (at this point in time).
Stakeholder	A person or group who may be interested in or affected by matters of Council.

4. POLICY STATEMENT

Yorke Peninsula Council recognises the growing use of social media and the opportunities to effectively engage with our community, ratepayers, visitors and other stakeholders.

Social media will provide a genuine opportunity for open discussions with our community, and also allows Council to regularly communicate information to a wider audience.

The Yorke Peninsula Council website remains Council's primary and predominant internet presence and any content posted to additional social media sites will also be made available on Council's website wherever practicable.

The Yorke Peninsula Council will use social media as follows:-

- As a channel for community engagement,
- To actively encourage user participation and open discussion,
- To regularly communicate Council news, initiatives, projects and events,
- To raise public awareness of Council business, services and facilities,
- To increase openness and transparency regarding Council,
- To promote local businesses, organisations and events that are located within the Yorke Peninsula Council area and may be of interest to the local community,
- As a channel for disseminating time sensitive information as quickly as possible (e.g. road flooding, fire danger etc.).

Professional use of social media

Before engaging in social media as a representative of the Yorke Peninsula Council, staff must be authorised to comment via approval of the Chief Executive Officer or their designated officer.

If authorised to comment as a Yorke Peninsula Council representative, the authorised employee must:-

- Ensure that content disclosed is publicly available information.
- Ensure that content posted is directly related to Council events, news, information, projects, initiatives, issues, authorised statements or directly relevant to the local community, not personal opinions.
- Ensure that content posted is factually accurate, not misleading and complies with all Council policies.
- Comment only on their area of expertise and topics within their area of responsibility.

- Protect our customers' privacy and be conscious regarding any personally identifiable information.
- Do not disclose any other individual's personal information without their prior consent.
- Ensure Council's Records Management Policy is adhered to.
- Follow Council's Mandatory Code of Conduct at all times.
- Uphold the values of Council at all times by acting with integrity, accountability, customer commitment and professionalism and not breach their duty of loyalty to the Council.
- Exercise sound judgement and common sense. If there are doubts – do not post.
- Remember that on-line content is permanent; even if it is 'removed/deleted' it can still be found by users.
- Adhere to the Terms of Use as provided as Attachment 1 of this policy.

Council's social media sites will be monitored during normal business hours (Monday to Friday) and authorised employees will aim to respond to posts within 24 hours (with the exception of weekends and public holidays).

Personal use of social media

Council recognises that Council representatives are using a myriad of social media platforms in their personal life. This policy is not intended to discourage or unduly limit personal expressions or on-line activities. However, when Council representatives are using social media for personal use, they must ensure that:-

- Personal comments are not misconstrued by readers as representing official Yorke Peninsula Council position and policy.
- If content posted in any way identifies the user as a Council representative, it must be stated that the views expressed are personal and not those of the Yorke Peninsula Council.
- Content posted does not damage Council's reputation, commercial interests or bring Council into disrepute.
- Content disclosed is publicly available information.
- Content posted is factually accurate and not misleading.
- If negative or disparaging posts regarding Council are found, they avoid temptation to respond themselves and leave it for Council's authorised employees.
- The Yorke Peninsula Council logo is not used on any personal social media posts.
- Adhere to the Terms of Use as provided as Attachment 1 of this policy.

Non-compliance with the Social Media policy by Council representatives will be managed through the relevant Codes of Conduct and disciplinary systems.

Visitors to Yorke Peninsula Council's social media sites

Community, ratepayers, visitors and other stakeholders are actively encouraged to engage with Council in genuine two-way communication.

However, users must agree to adhere to the Terms of Use as provided as Attachment 1 of this policy.

Disclaimers

The Yorke Peninsula Council will make reasonable effort to ensure that the information contained on social media sites is current and accurate at the time of

creation or last modification. Council makes no guarantee of any kind, and no legal contract between the Council and any person or entity is to be inferred from the use of information on the Twitter and Facebook sites.

Council will not accept responsibility for any user content on any Yorke Peninsula Council social media site, nor guarantee their accuracy. Any content shared on any Yorke Peninsula Council online presence, reflects the views of the author and will not necessarily reflect the official views of the Yorke Peninsula Council.

Users understand and agree that if the Yorke Peninsula Council 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 Yorke Peninsula Council and anyone viewing this page irrevocable permission to copy, distribute, make derivatives, display or perform the contributor's work publicly and free-of-charge.

Any links to external websites and/or non-Council information provided on Council's social media sites are provided as courtesy. They should not be construed as an endorsement by Council of the content or condition or views of the linked materials.

Any advertisement that may appear when viewing our page is not endorsed by Council, nor are Council directly affiliated with the advertisement unless stated otherwise.

The Yorke Peninsula Council 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.

5. COMPLAINTS

Complaints about this policy can be made in writing to the Chief Executive Officer. All complaints will be managed in accordance with Council's Complaints Policy PO147.

6. REVIEW

This policy will be reviewed every 3 years in consultation with employees and the community. The policy will also be reviewed as deemed necessary in consideration of any changes to legislation and relevant standards, codes of practice and guidelines.

7. TRAINING

Council is committed to supporting Elected Members and employees in complying with this policy.

This policy will be provided to Elected Members and all employees who have responsibilities under this Policy.

Training needs will be reviewed annually, during individual performance reviews or when deemed necessary in consideration of any changes to legislation and relevant guidelines.

8. RELATED COUNCIL POLICIES AND DOCUMENTS

PO014 Mandatory Code of Conduct for Employees

PO057 Community Engagement Policy

PO063 Records Management Policy

PO088 Elected Members Use of Council Supplied Electronic Equipment

PO0123 Mandatory Code of Conduct for Elected Members

Yorke Peninsula Council, Community Engagement Strategy

9. REFERENCES AND LEGISLATION

- Australian Humans Rights Commission Act 1986 (Cth)
- Copyright Act 1968 (Cth)
- Equal Opportunity Act 1984 (SA)
- Freedom of Information Act 1991 (SA)
- Local Government Act 1999 (SA)
- Privacy Act 1988 (Cth)
- Spam Act 2003 (Cth)
- State Records Act 1997 (SA)

10. COUNCIL DELEGATION

Details of Delegation:	CEO
Delegate:	Nil

11. VERSION HISTORY

Archived Policy Name	Policy Number	Date Adopted	Last Reviewed
New policy	PO020	08/07/2015	
Social Media Policy	PO020	12/10/2016	12/10/2016

The Yorke Peninsula Council Facebook page is intended to provide a genuine opportunity for open discussions with our community. This page aims to regularly communicate information about upcoming events and activities, projects and initiatives, important news updates as well as information about Council business, services and facilities.

Whilst we strongly encourage user participation and open discussion, Council has the right to remove any content that is not in the spirit of the Terms of Use outlined below. Council also retains the right to ban any repeat offenders from the Yorke Peninsula Council Facebook page.

This page will be monitored during normal business hours and we aim to respond within 24 hours (with the exception of weekends and public holidays).

All personal complaints or grievances about the Yorke Peninsula Council and its services should be formally reported as per Council's Complaints Policy, refer [Complaints Policy](#).

Please report any situations requiring immediate attention by telephoning (08) 8832 0000 or the emergency after hours number on (08) 8832 2999.

Terms of Use

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

- Obscene (including swearing), hateful, derogatory, threatening, sexist or racist,
- Illegal, fraudulent, 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 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 admin@yorke.sa.gov.au or phone (08) 8832 0000.

Disclaimer

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