
CGP022 – Social Media

1. Intention

This policy establishes protocols for using social media to undertake official Shire of Waroona communications with the community and provide guidance for members and employees on how to use social media in the course of their official duties. This policy ensures that communication is professional, accurately represents Council's position and fosters a positive public perception of the Shire of Waroona.

2. Scope

This policy applies to Elected Members and employees of the Shire of Waroona.

3. Statement

The Shire of Waroona's official social media activity will be consistent with relevant legislation, policies, standards and the positions adopted by Council. Our communications via social media will always be respectful and professional.

The Shire of Waroona uses social media to facilitate information sharing to our community. social media will not however, be used by the Shire of Waroona to communicate or respond to matters that are complex or relate to a person's or entity's private affairs.

The Chief Executive Officer will give written delegation to those employees authorised to use social media as a form of communication with the community. Employees will be expected to communicate in a proper manner and adhere to the Shire of Waroona's Code of Conduct and social media procedure at all times.

Persons with written delegation to communicate through social media must ensure information provided is truthful, accurate and in the interest of the Shire of Waroona. Certify that no information disclosed is of a confidential nature, commercially sensitive, or personal information.

Employees who are using social media must ensure the following:

- Each post is proof read and spell checked;
- The intent of the post is clear and concise;
- The information posted is accurate;
- Each post is respectful and polite;
- If a mistake is made it is quickly corrected and a disclosure is made and the Department's Director is informed;
- If unsure of a situation consult either the Chief Executive Officer or Deputy Chief Executive Officer.

The Shire of Waroona may also post and contribute to social media hosted by others, so as to ensure that the Shire of Waroona's strategic objectives are appropriately represented and promoted.

3.1 Record Keeping and Freedom of Information

Official communications undertaken on behalf of the Shire of Waroona, including on the Shire of Waroona's social media accounts and third party social media accounts must be created and retained as local government records in accordance with the Shire of Waroona's Record Keeping Plan and the *State Records Act 2000*. These records are also subject to the *Freedom of Information Act 1992*.

3.2 Elected Member & Employee Personal Accounts

Personal communications and statements made privately in conversation, written, recorded email or posted in personal social media have the potential to be made public, whether it was intended to be made public or not.

Therefore, on the basis that personal or private communications may be shared or become public at some point in the future, elected members and employees must ensure that their personal or private communications do not breach the requirements of this policy, the Code of Conduct and the *Local Government (Model Code of Conduct) Regulations 2021*.

Comments which become public and which breach this policy, the Code of Conduct or the *Local Government (Model Code of Conduct) Regulations 2021*, may constitute a serious breach of the *Local Government Act 1995* and may be referred for investigation.

This policy constitutes a lawful instruction to both elected members and employees and any breaches may lead to disciplinary action by the Shire of Waroona.

4. Legislative and Strategic Context

The *Local Government Act 1995* and the associated subsidiary legislation provide the broad framework within which this policy operates.

5. Review

This policy is to be reviewed as required.

6. Associated Documents

Nil.

Division		Corporate & Governance			
Policy Number		CGP022			
Contact Officer		Manager Corporate Services			
Related Legislation		Local Government Act 1995 Local Government (Model Code of Conduct) Regulations 2021 State Records Act 2000			
Related Shire Documents		Nil			
Risk Rating	Medium	Review Frequency	As required	Next Review	When required
Date Adopted	18/12/2018			OCM18/12/126	

Amendments		
Date	Details of Amendment	Reference
22/06/2021	Updated as part of major review and reformatted.	OCM21/06/071
Previous Policies		
HR002 – Use of Council Vehicles 2.2 – Use of Council Vehicles		