

SOCIAL MEDIA POLICY	
Administration Policy	
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1. POLICY STATEMENT

Port Augusta City Council acknowledges that the use of social media provides increasing opportunities for dynamic communications with current and prospective customers, colleagues and stakeholders and to promote Council initiatives and complement existing communication by further improving information, access and delivery of key services.

2. PURPOSE

2.1 Purpose

The intent of this policy is to provide understanding and guidance for the appropriate official use of social media platforms and tools to provide information to customers and stakeholders in regard to Council activities.

2.2 Scope

This Policy applies to all Council Elected Members, Employees, Volunteers and Contractors.

2.3 Strategic Reference

1 Community

1.2 We are resilient, inclusive, safe and a vibrant community where people feel proud to live.

1.3 People of all ages, cultures, abilities and interests have access to services, facilities and experiences that support their wellbeing.

5 Governance and Financial Sustainability

5.1 We are inclusive, engaged and open

5.4 We put the customer first and give each customer a great experience of Council's services.

3. PRINCIPLES

Council has determined that social media will be utilised as a platform for keeping the community and stakeholders informed.

3.1 The use of social media aims to:

- a) provide information to the community about Council services and projects;
- b) extend the reach of mainstream communication to a wider audience, and direct the community to Council information, consultation, events and images;
- c) provide promotional information in relation to tourism activities;
- d) build and enhance relationships with the community and stakeholders;
- e) engage with the community;
- f) promote Council as a professional and diverse organisation.

3.2 Administration of Social Media

- 3.2.1 Authorised Council Employees will be responsible for distributing information via social media platforms, in relation to Council activities.
- 3.2.2 Employees authorised as Administrators of social media on behalf of Council are responsible to ensure that any use of social media is appropriately authorised and meets organisational standards. The Social Media Protocol document available on Council's intranet provides guidance for Social Media Administrators in relation to managing the interface between social media and the community to reduce risk to Council and staff where inappropriate or defamatory posts are made.
- 3.2.3 Authorisation of the use of social media, online communications and removal of content remains the discretion of the Chief Executive Officer.

3.3 Defamatory or Inappropriate Posts

All participants of social media are expected to behave in a respectful manner. While inappropriate posts on Council's Facebook and social media accounts are not subject to civil law procedures, defamatory posts may be. Council reserves the right to delete any comments. Any inappropriate posts will be deleted or subject to the 'hide' function and will be captured as a record.

3.4 Social Media as Records

Any information, images and footage distributed through Social Media Platforms in the conduct of Council business will be considered a record and maintained in accordance with the State Records Act 1997.

3.5 Employees Personal Use of Social Media

Employees must not express or publish a personal opinion on Council generally or about Council business via social media. Staff are not authorised to comment in a private capacity, in relation to Council business on social media platforms.

Staff may like the official Port Augusta City Council sites and official posts, but only approved officers may action a response to posts by users.

3.6 Elected Members' Use of Social Media

Elected Members are welcome to like the official Port Augusta City Council sites and official posts and they are permitted to comment and respond from a personal perspective regarding Council on social media sites.

3.7 Councillor and Mayoral Candidates Use of Council Social Media Sites

During Council elections, candidates are not permitted to use any of Council's social media platforms for electioneering.

- 3.8 Staff Members and Elected Members must protect the reputation of Council when using social media in a private capacity.

- 3.9 A breach of this policy will be dealt with in accordance with the relevant Employee Performance Standards Policy and may lead to disciplinary action including possible termination of employment or external investigation. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with the law by Council or concerned third parties.

4. RESPONSIBILITY & REVIEW

4.1 Responsible Officer

Chief Executive Officer

4.2 Availability

This policy will be available on Council's website.

4.3 Review

This policy will be reviewed within 12 months of a General Election for Local Government, or as required to meet other obligations.

5. REFERENCES

5.1 Legislation

Not applicable.

5.2 Other References

Customer 'First' Service Charter Policy
Employee Performance Standards
Public Consultation and Engagement Policy
Public Statements Policy
Social Media Protocol
Social Media Site Application
Use of Social Media – Employee Guidelines – Available on Council's Intranet