

Shire of Wiluna Policy Manual

SOCIAL MEDIA

Policy 7.7

SHIRE OF WILUNA

Social Media

Policy Statement

The **Shire of Wiluna** understands the requirement to provide a framework for using social networking sites, including clarity on appropriate conduct, and emphasizes the need for its employees to use good judgement about what appears and its context within these social media venues/spaces.

The objective of this policy is to ensure all the organisation's employees are aware of appropriate professional and personal social media conduct to ensure the greatest benefit to the **Shire of Wiluna**.

This policy applies to all employees and contractors (whether paid or unpaid) at **the Shire of Wiluna** who access social media for professional or social purposes whether via personal devices or those supplied by the **Shire of Wiluna**.

Social Media means forms of electronic communication (e.g. Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (e.g. videos). Some examples include (but are not restricted to) Facebook, Pinterest, LinkedIn, Twitter; YouTube, and Foursquare.

*Social Media Use for **Shire of Wiluna** Purposes*

The **Shire of Wiluna** may direct specified employees to use social media for **Shire of Wiluna** purposes.

Only employees with appropriate training and knowledge who are expressly authorised by the Chief Executive Officer may use social media for **Shire of Wiluna** purposes.

If a person is provided with express permission by the Chief Executive Officer to use social media s/he must provide information that is truthful, accurate and in the interests of the **Shire of Wiluna**. S/he must not disclose anything that is financial or technical information, commercially sensitive information, personal information about employees, or any information about customers, suppliers or members of the general public.

Employees who are required to use social media in the course of their work must:

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- Use spell check and proofread each post;
- Understand the context before entering any conversation;
- Know the facts and verify the sources;
- Be respectful of all individuals and communities with which the person interacts with online;
- Be polite and respectful of other opinions;
- Seek to conform to the cultural and behavioural norms of the social media platform being used;
- If a mistake is made, the person must correct it quickly by disclosing it was a mistake (including the particulars of the correction) and inform his/her supervisor; and
- Understand and comply with any directions given by the CEO on topics that are not to be discussed for confidential, operational or legal reasons.

A person required to use social media who has been trained and given express permission by the Chief Executive Officer should always be aware that the **Shire of Wiluna** may be liable for any posts made. Accordingly, s/he should always seek guidance from his/her supervisor or the Chief Executive Officer if s/he is ever unsure about stating or responding to something on a social media site.

*Records Personal/Private Use of the **Shire of Wiluna's** Corporate Sites*

An employee cannot comment on behalf of the **Shire of Wiluna** unless expressly authorised by the Chief Executive Officer. If the person wishes to broadcast something (either as an initial broadcast or a response) then a request to the Chief Executive Officer (or his/her authorised delegate) must be made.

A person of the **Shire of Wiluna** is able to share links that the **Shire of Wiluna** has posted on the social media sites, or submitting a “like” action, or comment on an event, initiative and/or program, provided that it is in the best interests of the Local Government.

*Personal/Private Use of Non-**Shire of Wiluna** Sites*

Employees at the **Shire of Wiluna** are permitted reasonable use of social media for personal/private purposes on the condition that it does not interfere with the performance of their work.

Employees who use social media for personal/private purposes must not infer or state they are speaking on behalf of the **Shire of Wiluna** and are reminded that any inappropriate postings or actions carried out on social media may result in disciplinary action.

Consequences of Breaching this Policy

The policy constitutes a lawful instruction to all of the organisation's people, and breaches may lead to disciplinary action or termination by the **Shire of Wiluna**, or referral to appropriate external authorities where applicable. People who breach the

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policy may also be personally liable for their actions.

Variation to this Policy

This policy may be cancelled or varied from time to time. All the **Shire of Wiluna's** employees will be notified of any variation to this policy by the normal correspondence method. All users of social media (be it for personal or professional purposes) within the organisation are responsible for reading this policy prior to accessing social media.

Statement of Understanding

I confirm that I have received a full copy of the **Shire of Wiluna's** Social Media Policy and I understand that I must comply with the terms and conditions within it.

Please do not sign this document unless you fully understand the contents and requirements.

Person's Printed Full Name

Person's Signature

Date

Please forward signed copy to the Human Resources Team.

Related Corporate Documents

This policy should be read in conjunction with the ICT Use Policy and the Code of Conduct.

Document Control	
Responsible Directorate	Office of the CEO
Relevant Section	Human Resources
Legislative Requirement	
Council Meeting Held & Adopted, Resolution #	23 Mar 2017 043/17
Amendments, Date & Resolution #	
Review Dates & Resolution #	
Next Review Date	