

Our Vision

Nambucca Valley ~ Living at its best

Our Mission Statement

'The Nambucca Valley will value and protect its natural environment, maintain its assets and infrastructure and develop opportunities for its people.'

1.0 Policy objective

To provide a policy 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 Councillors, Council officers, volunteers, consultants and contractors.

2.0 Related Legislation/Policies

This policy is to be read in conjunction with the following:

- Anti-Discrimination Act 1977
- Archives Act 1983
- Children and Young Persons (Care and Protection) Act 1998
- Copyright Act 1968
- Copyright Amendment Act 2006
- Copyright Amendment (Disability Access and Other Measures) Act 2017
- Defamation Act 2005
- Local Government Act 1993
- Privacy Act 1988
- Privacy and Personal Information Protection Act 1998
- State Records Act 1998
- Code of Conduct
- Records Management Policy
- Councillor Record Keeping Policy
- Customer Service Charter
- Local Government State Award

3.0 Definitions

"Authorised User" is a staff member authorised by the General Manager or the Assistant General Manager Corporate Services to manage, maintain, publish to and operate a Council social media channel.

"NSC" is the acronym for Nambucca Shire Council

"Content" is any information, opinion, text, video, audio, image, link, or document published to social media

“Council Representative”	is any employee, elected member, volunteer, consultant or contractor
“Minor”	is a person under the age of 18 years
“Moderate”	is the process of assessing content (normally user generated) against predetermined standards and removing content which does not meet those standards.
“Platform”	is a specific Social Media network, website, application or service (for example Facebook, Twitter, Instagram, etc).
“Post, Publish, Comment”	are all terms meaning to make information, opinion or content available for others to view on a social media platform.
“Public Domain”	means available to the public.
“Social Media”	is the term for websites and applications that enable users to create and share content or to participate in social networking.
“User”	is any content consumer or creator other than the account owner, operator, publisher or author.

4.0 Policy Content

4.1 Background

With the ever increasing use of social media expectations are growing on councils to engage, work openly, be more accountable and faster in responding to issues.

Social media represents opportunities to achieve real value by engaging residents, listening more and harnessing local energy.

Social media can:

- Increase residents’ access to Council
- Increase Council’s access to residents and improve the accessibility of Council communication
- Allow Council to be more active in its relationship with residents and other stakeholders
- Increase the level of trust in Council
- Reach targeted audiences on specific issues, events and programs
- Provide effective, fast communication channels during crises
- Provide insights into how Council is perceived

4.2 Principles

4.2.1 Authorised Users using social media must:

- a) Only disclose publicly available information, or information intended to be made publicly available at the time of disclosure.
- b) Publish copyright or trademark material only with permission from the copyright/trademark holder.
- c) Ensure that information posted on accounts they oversee is not illegal, libellous, discriminatory, defamatory, abusive or obscene.
- d) Maintain compliance with the Code of Conduct, and all other relevant Council policies when publishing content.
- e) Ensure parental consent has been obtained before posting an image of a minor, except where the minor’s identity cannot be determined by a viewer.

- f) Respond to genuine enquiries within the timeframe outlined in the Customer Service Charter where possible.
- g) Only engage in public conversation where relevant and appropriate.
- h) Not communicate on behalf of the Mayor or Councillors without authorisation from the General Manager.

4.2.2 The ICT section and the Assistant General Manager Corporate Services (AGMCS) will monitor content posted on official social media channels to ensure adherence to the social media policy and associated documents.

4.2.3 Authorised Users will moderate user content. Any content that the Authorised User believes breaches this policy or associated documents is to be reported to the AGMCS. Offending content will be documented before being removed.

4.2.4 Council representatives must not use personal accounts in a manner that is likely to bring Council or its representatives into disrepute.

4.2.5 Council Representatives must not use their personal accounts to allude to or disclose information about Council, upcoming projects or events, or any other information that is not already in the public domain.

4.2.6 Council may utilise live streaming at Council meetings and events in the future. Should this occur, during meetings, a disclaimer will be published in the business papers informing attendees they are consenting to their image, voice and comments being recorded and published. The Mayor and/or General Manager will have the authority to pause or terminate the stream if comments or debate are considered defamatory or otherwise inappropriate for publishing. Attendees will also be advised that they may be subject to legal action if they engage in unlawful behaviour or commentary. Signage will be posted at events to inform the public if live streaming is in process.

4.2.7 Non-compliance with the Social Media Policy by employees will be managed in line with the Local Government State Award. Non-compliance by all other Council Representatives will be managed through the relevant Code of Conduct disciplinary systems.

4.3 Roles and Responsibilities

The following Council officers are responsible for the implementation and the adherence to this policy:

- General Manager
- Manager ICT
- Assistant General Managers
- Authorised Users

4.4 Communication

This Policy will be communicated to staff after adoption by Council in accordance with Council's Policy and Procedures Framework.

5.0 History

New Policy

Department:	Corporate Services	Last Reviewed	Resolution Number
Policy Category	Council		
Endorsed By:	General Manager		
Approval Authority	Council		

Policy Owner	AGMCS		
Contact Officer	AGMCS		
Document No.	38070/2018		
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