

4.13 Social Media

Objective

1. This policy is designed to provide a framework for the Council to use social media to facilitate collaboration and sharing between the Shire, Council Members, Employees, ratepayers and the community. The definition of Social Media being '*websites and applications that enable users to create and share content or to participate in social networking*'.
2. This Policy applies to all Shire Employees and Council Members.
3. The requirements of this Policy apply to all uses of social networking applications.

Background

The Shire of East Pilbara recognises the potential of social and digital media to foster communications with the community. As such, the Shire should actively develop strategies to integrate social media into broader communications strategies.

Policy

1. The Shire of East Pilbara shall establish and maintain a corporate Facebook and Instagram page.
2. Additional Facebook/Instagram pages may be established as required.
3. The Shire of East Pilbara shall establish guidelines for the use of its Facebook and Instagram pages.
4. Those guidelines shall establish:
 - a. How the use of a Facebook/Instagram page will be implemented.
 - b. How to establish a Facebook/Instagram page.
 - c. Who these guidelines apply to.
 - d. Principles for communication – guidelines for Councillors and employees.
 - e. Who is authorised to create a new Facebook/Instagram page.
 - f. Who is authorised to post and make comments on Facebook and Instagram.
 - g. What are acceptable/unacceptable posts and comments.
 - h. How often posts should be made on the Facebook/Instagram page.
 - i. Response times to posts.
 - j. A method of reporting data to Council.
 - k. Recordkeeping procedures for posts and comments.
 - l. Compliance with Freedom of Information, Public Interest Disclosure legislation and any other relevant legislation.

Authorisation Details

References:			
Authorised by:	Council		
Date:	23 May 2014	Item No.	9.2.6
Review/Amendment Date	29 June 2018	Item No.	9.2.4
Next Review			
Responsible Directorate	Chief Executive Officer		
Responsible Officer	Media Relations Officer		
File No.			