

## HR13. Usage of Social Media Policy

### Policy Objective

To provide guidelines for Shire of Dundas Employee and Elected Member to ensure that use of social media is appropriate.

### Policy Statement

This policy was developed to provide a set of guidelines in the use of social media applications within the Shire of Dundas.

### Shire of Dundas Official Accounts

The Shire of Dundas has official social media accounts that are used to share information with the public and to answer general enquires. These accounts are:

- a) Shire of Dundas Facebook Page
- b) Norseman Youth Centre Facebook Page
- c) Norseman CRC Facebook Page

Only the staff authorised by the CEO can respond to the public and post on the Shire's behalf on social media.

Social media accounts must meet the Shire's communication guidelines with consideration given to:

- a) Accessibility;
- b) non-discriminatory;
- c) required record keeping controls and confidential information is not put on any social media platforms.

### Staff Personal Use of Social Media

The Shire respects the right of staff to participate in and with engage with social media platforms in their own personal capacity and time.

Shire Officers and employees should behave in a way that does not call into question their capacity to act in a fair and impartial manner in their work roles. Shire Officers and employees are encouraged to share, like and forward Shire public information throughout their networks if they so choose.

When using social media, it is not acceptable for staff to:

- a) post comments or images that are obscene, offensive, threatening, harassing or discriminatory in relation to work, another staff member or an elected member
- b) engage in comments that breach the anti-discrimination law
- c) release sensitive, personal or confidential information that have obtained within their roles as a Shire employee
- d) to use Shire computers, email, and networks for personal social media use

### Elected Members Use of Social Media

The Shire respects the right of Elected Members to participate in and engage with social media platforms. Elected members should exercise discretion and use of judgement when participating in public comment and debate on key issues that impacts local residents and the community.

By contributing to discussions on social media, it is important for Elected Members to:

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- a) be aware that the Shire President is the official spokesperson for Council and the CEO is the spokesperson for Shire operational matters
- b) not post comments or images that are obscene, offensive, threatening, harassing or discriminatory in relation to Shire staff members or an elected member
- c) not engage in comments that breach the anti-discrimination law
- d) abide by the Elected Members Code of Conduct
- e) not release sensitive, personal or confidential information that have obtained within their roles as an Elected member
- f) share, like and forward Shire public information throughout their networks.

***Policy Reviewed October 2020***