



MAPOON ABORIGINAL SHIRE COUNCIL Social Media Policy

RESOLUTION NO. C090/2024 VERSION V3

The Social Media Policy is an Operational Policy.

Operational policies are prepared to guide employee behaviour. This Policy is approved by the Mapoon Aboriginal Shire Council for the operations and guidance of Council and Council staff.

DOCUMENT VERSION CONTROL				
VERSION	DATE	RESOLUTION N°.	DETAILS	
1.0	17/11/2015		Responsible Officer: HR Manager Policy Type: Operational Policy	
2.0	15/12/2020	239/20	Responsible Officer: HR Manager Policy Type: Operational Policy Transferred to new format	
3.0	16/07/2024	C090/2024	Responsible Officer: HR Manager Policy Type: Operational Policy Revised	
			EXPIRY	July 2027



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Social Media Policy

1. Purpose

To establish the standards of behaviour required for employees of Mapoon Aboriginal Shire Council ("Council" and/or "MASC") regarding their professional and personal use of social media.

2. Application of the Policy

This Policy applies to all employees, contractors and volunteers, who perform work for or on behalf of Council. It applies to all employees in all their work-related interactions with each other, and with customers or contacts. Any reference to staff or employee is to be taken as a reference to a contractor or volunteer.

3. What is Social Media

Social media consists of tools such as websites and applications that allow users to create and share content and to participate in social networking. Social media may include, but is not limited to;

- Social networking sites such as Facebook and LinkedIn;
- Media sharing networks such as Snapchat, Instagram, and Youtube;
- Corporate networks such as SharePoint and Skype;
- Blogs, being corporate blogs, personal blogs, comment/opinion sections hosted by media outlets;
- Micro-blogging networks such as Twitter, TikTok and Tumblr;
- Bookmarking and content curation networks such as Pinterest;
- Discussion forums, such as Whirlpool and Google groups;
- Vodcasting and podcasting;
- Online gaming networks;
- Sharing economy websites, such as gumtree; and
- Instant messaging such as SMS

4. Professional Use of Social Media

General

Authorised employees of Council will have access to Facebook for the purpose of maintaining a Facebook page on behalf of Council. The CEO is responsible for appointing authorised social media spokespersons. The Facebook page is used to keep the public up to date with event information, community notices, vacant positions, Council projects and policy and to provide Disaster Management updates.



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Responsibilities of Authorised Spokespersons

The public will have access to post comments on Council's Facebook page. It is the responsibility of the appointed social media authorised employee to monitor the Facebook site on a daily basis and remove any inappropriate comments, upon discussion with the CEO. Authorised employees must also regularly monitor Facebook sections to review them for currency, to ensure that comments being posted by the public are appropriate, and to respond to the comments as appropriate. If an authorised employee is unsure of the response to provide to a posted comment, the authorised spokesperson should discuss this with the CEO.

When publishing information on behalf of Council an authorised spokespersons/employee must:-

- Ensure that any comments or information posted on behalf of Council is courteous, professional and accurate;
- Provide a Collection Notice where they are seeking to collect personal information;
- Check accuracy of information being posted or uploaded – including spelling, grammar, and factual information;
- Only disclose and comment on information which is deemed publicly available;
- Adhere to relevant policies and Terms of Use of the social media platform, as well as comply with all applicable copyright, privacy, defamation, discrimination, harassment and other applicable laws.

An authorised spokespersons must not:-

- Use or disclose any personal or confidential information;
- Post any material which may cause damage to Council's reputation; or
- Publish, post, forward, share or endorse material which is offensive, obscene, defamatory, threatening, harassing, misleading, bullying, discriminatory, racist, sexist, infringes copyright, or is otherwise unlawful.

Security Issues

If you believe that there has been a breach of social media security employees must notify the CEO. For example, if the users access details have been discovered or divulged, or if the user suspects there has been unauthorised access to the social media account.

5. Personal Use of Social Media

General

Council recognises and understands that employees engage in the use of social media in their personal lives. Nothing in this policy is intended to discourage or limit someone's personal use of social media tools. Employees are personally responsible for any social media content they publish, post, forward, share or endorse in your personal capacity.



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It is important that employees understand the potential damage which may be caused to Council, to relationships with colleagues, and to a person's own reputation as a result of personal use of social media in circumstances where an employee can be identified, as an employee of Council. The potential for an employee to be identified as an employee of Council is not limited to their choice to name Council as their employer, as inference may be drawn from their posts or other activity.

Where you can be identified as a Council employee from the content published from your personal profile you must:

- Only disclose and comment upon information that is publicly available;
- Ensure that all content published is accurate;
- Not publish photographs of your colleagues taken at work events or functions without obtaining their permission to do so;
- Expressly state that your views are your own and not those of Council; and
- Be polite and respectful

You must not:

- Give the impression that you are authorised to publish content on behalf of Council or that your views are the those of Council;
- Disclose any confidential or personal information obtained in your capacity as a Council employee
- Publish, post, forward, share or endorse any content in which may cause damage to Council or Council's reputation;
- Publish, post, forward, share or endorse any content which is disrespectful to colleagues, or which may damage relationships between employees; and
- Publish, post, forward, share or endorse material which is offensive, obscene, defamatory, threatening, harassing, misleading, bullying, discriminatory, racist, sexist, infringes copyright, or is otherwise unlawful.

6. Breach of Policy

Depending on the circumstances, non-compliance with this Policy may constitute a breach of employment obligations, misconduct, harassment, sexual harassment, discrimination, bullying, privacy.

Suspected breaches of this Policy will be investigated and dealt with in accordance with the relevant Council process. All suspected breaches will be dealt with on a case by case basis. Depending on the severity of the breach, Council may take formal disciplinary action against the employee, up to and including termination of employment. When investigating suspected breaches, the principles of natural justice will apply.



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7. Variations

Council reserves the right to vary, replace or terminate this policy from time to time.

8. Workplace Participant Acknowledgement

I acknowledge:

- (a) Receiving this MASC Policy;
- (b) That I should comply with this policy; and
- (c) That there may be disciplinary consequences if I fail to comply, including termination of employment.

Your name:

Signed:

Date:
