

	CENTRAL HIGHLANDS REGIONAL COUNCIL POLICY	
	Social Media Policy	POLICY REF NO CHRCP: 0058

1. Policy Purpose

- 1.1 This policy aims to ensure the use of social media to conduct business on behalf of the Central Highlands Regional Council is managed professionally and appropriately.
- 1.1.1 This policy applies to all councillors, employees, contractors, agents and volunteers of council.
 - 1.1.2 This policy applies to those digital spaces where people may post, upload and share content.
 - 1.1.3 This policy does not include the use of the council's intranet site, the Vine.
 - 1.1.4 This policy is not intended to include personal use of social media where the author publishes information in their personal capacity and not on behalf of, or in association with council.

2.0 Policy Statement

- 2.1 Council recognises the role of social media as a communications tool. Council will use social media to connect with the community, employees and other stakeholders, and to provide timely and accurate information that is professional, consistent, fair, enhances council's reputation and limits the possibility of misinformation.
- 2.2 This policy should be read in conjunction with other relevant policies and procedures of council including:
- 2.2.1 Media relations policy; and
 - 2.2.2 Central Highlands Regional Council Social Media Procedures.

3.0 Council's use of social media

- 3.1 Council uses social media as a business tool primarily for general information sharing and community engagement.

4.0 Responsibility

- 4.1 The public relations and events team and other approved staff are responsible for the management of social media sites used by council.
- 4.2 All social media accounts are to be set up and transacted in the name of Central Highlands Regional Council.
- 4.3 All content posted to council's social media platforms by the public relations and events team or other delegated staff must be approved by the subject matter expert and their relevant supervisor (if at an officer level).

5.0 Principles for the use of social media on behalf of council

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Adoption Date: 14 December 2022	Amended Date:	Document Name: Social Media Policy
Revokes:	Review Date:	Page 1 of 3
Version: 2		

5.1 Anyone using social media on behalf of council will:

- 5.1.1 adhere to council's codes of conduct, policies and procedures, including the Use of Social Media Procedure, Media Relations Policy, Media Relations Procedure and Privacy Policy;
- 5.1.2 ensure all imagery and graphics comply with council's branding;
- 5.1.3 behave with caution, courtesy, honesty and respect;
- 5.1.4 comply with relevant laws and regulations; and
- 5.1.5 post, share and comment to uphold the integrity, reputation and values of council.

6.0 Enforcement

- 6.1 Social media contributions are monitored for application of the principles articulated in this policy.
- 6.2 A breach of this policy by staff may result in a code of conduct complaint, disciplinary action, performance management and/or review.
- 6.3 A breach of this policy by a councillor may result in a code of conduct complaint.
- 6.4 Council reserves the right to remove, where possible, content that violates this policy or any associated policies.

7.0 Definitions

To assist in interpretation, the following definitions apply:

Official social media sites	means Central Highlands Regional Council's Facebook, LinkedIn, Instagram and Twitter accounts. Other official social media sites include: CHRC Galleries CHRC Libraries CHRC Youth Facebook Group Mayfair Rehabilitation Project Healthy Active Highlanders
Social media	means Social media refers to online tools that enable users to create and share content.

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Adoption Date: 14 December 2022	Amended Date:	Document Name: Social Media Policy
Revokes:	Review Date:	Page 2 of 3
Version: 2		

Strategic Link	Central Highlands Regional Council Corporate Plan 2017-2022 <i>Australian Copyright Act 1968 (Cth)</i> <i>Local Government Act 2009 (Qld)</i> <i>Anti-Discrimination Act 1991 (Qld)</i> <i>Australian Human Rights Commission Act 1986</i> <i>Australian Spam Act 2003</i> <i>Australian Privacy Act 1988 and Australian Privacy Principles</i> <i>Information Privacy Act 2009 (Qld)</i>
Category	Organisation Elected Members
Lead Business Unit	Public Relations and Events
Public Consultation	No
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Document Number	1130747
Record Keeping	Council Website, the Vine, ECM
Related Documents	Media Relations Policy (ECM 946990) Media Relations Guidelines (ECM 1509576) Use of Social Media Procedure (ECM 1130746) Privacy Policy (ECM 899234) Code of Conduct for Councillors in Queensland Central Highlands Regional Council employee code of conduct

Electronic version current – uncontrolled copy valid only at time of printing		
Adoption Date: 14 December 2022	Amended Date:	Document Name: Social Media Policy
Revokes:	Review Date:	Page 3 of 3
Version: 2		