



2. CORPORATE POLICIES

2.1 OFFICE OF CHIEF EXECUTIVE OFFICER

2.1.5 Social Media Use and Guidelines

Objectives

This policy is intended to guide employees and contractors who use social media as part of their job or in a personal capacity. It applies anytime an employee is using social media in relation to:

- The Shire of Manjimup;
- Its products or services;
- Its people; and
- Its competitors and/or other business related individuals or organisations.

Depending on the circumstances, non-compliance with this policy may be a breach of employment, misconduct, harassment, discrimination, bullying or some other unlawful behaviour.

Those who fail to comply with this policy may be subject to disciplinary action, up to and including termination of employment.

Personal and professional use of social media by the Shire of Manjimup employees and contractors must not:

- Bring the Shire of Manjimup into disrepute;
- Imply the Shire of Manjimup's endorsement of personal views;
- Disclose confidential information;
- Make disparaging or derogatory comments of the Shire of Manjimup, colleagues, customers, clients or competition; or
- Compromise effectiveness at work (e.g. through excessive use).

Reference Documents

The following Shire documents are associated with this policy:

- Policy 8.1.2 Information and Communications Technology (ICT) Systems Acceptable Use.
- Shire of Manjimup Code of Conduct.

The following State and Federal government legislation applies to this policy:

- *Occupational Safety and Health Act 1984*
- *Occupational Safety and Health Regulations 1996*
- *Fair Work Act 2009 (Cth)*

Area of Application

This policy applies to all employees of the Shire of Manjimup, including social media moderators, trainees and contractors regardless of whether they work full-time, part-time or casual at any time social media is used. This includes but is not limited to social networking sites such as Facebook, Instagram, LinkedIn, Twitter, Wikipedia, YouTube or any other social media in existence where it is used during work time.

Policy Measures

1. *Social Media for Business Purposes*

This section applies if you have been approved by the Chief Executive Officer to represent the Shire of Manjimup on a social media platform, therefore:

- a) You must disclose that you are a Shire of Manjimup employee.
- b) You can only disclose publicly available information. You must not comment on or disclose information confidential to the Shire of Manjimup. If you are unsure if the information is confidential, then consult with your line manager.
- c) You must not be the first to make an announcement unless specifically authorised to do so.
- d) You should only comment on your area of expertise/responsibility.
- e) You must ensure that all content you publish is accurate and not misleading.
- f) You must adhere to the terms of use of the social media platform.
- g) Any social media channel developed by an employee during work time/and/or in Shire-owned equipment belongs to the Shire of Manjimup.
- h) Any content written, used, received, developed or saved during work time/and/or in Shire-owned equipment belongs to the Shire of Manjimup.
- i) You must ensure that your comments are respectful and that you do not post or respond to any material that is obscene, defamatory, threatening, harassing, discriminatory or hateful towards another person or entity including the Shire of Manjimup, it's employees, contractors, clients, customers and competitors.

2. *Personal Use of Social Media*

The line between professional and personal use of social media is easily blurred. What you say online is public, even when you are speaking in your own personal profile. Anything you say has the potential to have consequences for the Shire of Manjimup. You must not represent the Shire of Manjimup on your personal social media accounts.

3. *Managing Content*

Social media commentary can be robust, negative, inflammatory, emotional, and even offensive or illegal. For that reason, all content submitted by non-Shire of Manjimup contributors must be reviewed and vetted by a moderator chosen by the Chief Executive Officer.

In the case of any particular comment, four possible actions might be taken:

- a) No action at all – the comment is allowed to stand as is. This is by far the most common ‘action’ the Shire will take.
- b) An answer or response may be provided to a contributor’s query or comment.
- c) The comment may be drawn to the attention of the Senior Management Team for consideration or action.
- d) The comment may be deleted.

4. *Discipline*

Inappropriate use of social media will not be tolerated by the Shire of Manjimup. An employee who engages in any conduct in breach of this policy will be subject to disciplinary action up to and including termination of employment

Any manager who is made aware of any of the behaviour outlined in this policy and who does not deal with the conduct appropriately or report the conduct to the appropriate personnel will also be subject to appropriate disciplinary action, up to and including termination of employment.

5. *Identification of inappropriate use*

If you notice inappropriate content on any form of social media in relation to the Shire of Manjimup, its employees, clients and/or competitors then you should report it to the Human Resources department or your line manager.

6. *Victimisation*

Any employee/contractor who has made a complaint, or is a witness to a complaint in relation to a breach of this policy will not be discriminated against or suffer any other disadvantage for having made a complaint in good faith.

7. *Vexatious Complaints*

If a complaint made by an employee/contractor is subsequently found to be frivolous or vexatious (no merit to the complaint) then the employee/contractor who made the complaint will be subject to disciplinary action up to and including termination of employment/contract.

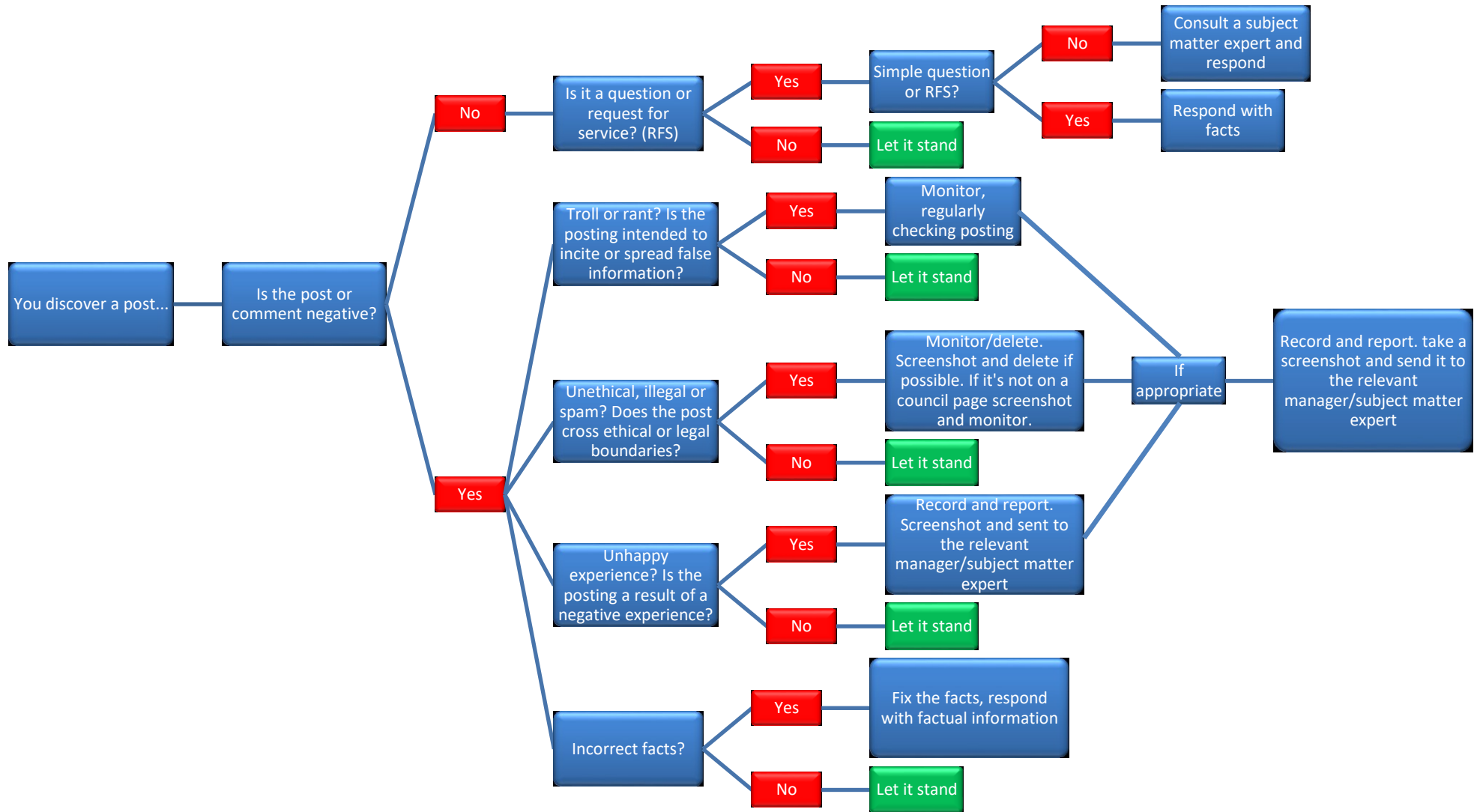
REVIEWED AND ADOPTED 5 NOVEMBER 2020

NEXT DUE FOR REVIEW NOVEMBER 2024

The Administration of this Policy is by Office of the Chief Executive Officer.

Response Guidelines

For Shire approved social media administrators and editors only



Social Media Process Map

For Shire approved social media administrators and editors only

