



Social Media Policy

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Strategic Plan:	Customer and Community Outcomes
Classification:	Community Policy
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Review Frequency:	Once in the term of Council
Last Reviewed:	Dec 2016
Next Review Due:	2019
Responsible Officer(s):	Chief Executive Officer Manager Corporate and Community Services Tourism and Community Engagement Officer Governance and Risk Officer
Council File Reference:	
Applicable Legislation:	Local Government Act 1999 Local Government (Elections) Act 1999 Copyright Act 1968 State Records Act 1997 Elected Member Code of Conduct Council Employee Code of Conduct
Relevant Policies:	Code of Conduct for Elected Members Code of Conduct for Employees Public Consultation Policy Request for Service Policy Records Management Policy
Related Procedures:	Complaint Handling Procedure Request for Service Procedure
Delegations:	

SOCIAL MEDIA POLICY

1. Introduction

Information technology has changed the way in which people communicate and share information. Social media has quickly become a popular form of communication as it can connect large numbers of people easily and inexpensively.

With the growing use of social media, Kingston District Council recognises the opportunity to connect further with the community. Social media provides an opportunity for genuine two-way communication and engagement and will assist Council to continue to build strong and positive relationships with the community and stakeholders.

2. Purpose

- 2.1 Kingston District Council recognises the opportunities that social media provides to engage in meaningful, two-way communication with the broader community. This can complement and enhance existing communication, customer service and consultation methods, and further improve access to, and delivery of, key services.
- 2.2 The intent of this policy is to provide clear guidance on the appropriate use of social media platforms and tools in order to enable and encourage its use by Council staff for the purpose of conducting Council business.
- 2.3 This policy should be read in conjunction with Council's Social Media Guidelines

3. Scope

This policy applies to:

- 3.1 council employees authorised to use social media on behalf of Council.
- 3.2 all current and future social media tools and channels identified by Council administration and approved by the Chief Executive Officer.
- 3.3 all Council employees and Elected Members personal use of social media where it may impact upon the Council's reputation.

4. Definitions

Social Media	Includes web-based and mobile technologies/platforms including, but not limited to: <ul style="list-style-type: none"> • Facebook • Twitter • LinkedIn • Instagram • You tube
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5. Policy Statement

Council encourages the appropriate and professional use of social media to aid the efficient and effective conduct of Council business.

Social media is recognised as an important channel, used in conjunction with traditional methods, to communicate, listen to, engage and collaborate with the community and enhance delivery of services.

At all times, use of social media should be done in a professional manner, in accordance with relevant policies and legislation, and consistent with the values of Kingston District Council

5. Key Principles of Social Media Use

Kingston District Council will use social media as follows:

- 5.1 Maintain accounts for target audiences where positive social media engagement might be most successful.
- 5.2 Regularly maintain and monitor accounts to ensure content is published on a regular basis; enquires are responded to in a timely manner, and any inappropriate use of the account is dealt with appropriately.
- 5.3 Regularly communicate and promote Council news, initiatives and events and actively listen to the community's views.
- 5.4 Raise the profile and public awareness of council business, services, public resources and facilities.
- 5.5 Provide more opportunity for timely responses to relevant customer enquiries and provide referrals to other communication methods if needed, such as Council's website.
- 5.6 Increase access between Council and the community, especially with different audiences who may not receive messages through traditional channels, such as young people and people who are home bound.
- 5.7 Strengthen Council's reputation as being responsive, consultative, participatory and transparent.
- 5.8 Develop and manage an online community that is a safe and respectful place where community members are encouraged to communicate and interact with Council, without any defamatory or inappropriate content.
- 5.9 Involve the community in strategic direction and planning processes by promoting community consultation projects and engagement opportunities to seek public opinion.
- 5.10 Identify issues circulating the community.
- 5.11 Promote organisations and events that are located with the Council that may be of interest to the local community.

6. Authorised users of Social Media

6.1 The following Council employees are authorised to post communications and monitor content posted on Council's social media channels:

- Chief Executive Officer
- Manager Corporate and Community Services
- Tourism and Community Engagement Officer
- Governance and Risk Officer.

6.2 Authorised Council Officers must act in accordance with the Social Media Guidelines.

7. Personal Use of Social Media

As representatives of Council, Employees and Elected Members are not permitted to post details, photos or comment on Council activities on social media without first obtaining the approval of the Chief Executive Officer.

8. Adherence to Policy

8.1 Council will actively monitor social media for relevant contributions that impact on the Council, its operations and reputation, and remove, where necessary, content that violates this policy or any associated policies.

8.2 Non-compliance with the Social Media Policy by Council representatives will be managed through the relevant Code of Conduct and disciplinary systems.

9. Availability of the Policy

This Policy will be available for inspection at the Council's Offices during ordinary business hours and via the Council's website www.kingstondc.sa.gov.au. Copies will also be provided to the public upon request, and upon payment of a fee in accordance with the Council's Fees and Charges Policy.

10. Council Endorsement and Review

Document History	Issue Date	Resolution Number	Comment
	19 February 2016	9451	Policy adopted by Council
	16 December 2016	9698	Policy Reviewed by Council

11. Review & Evaluation

The effectiveness of this Policy will be reviewed at least once in the term of Council. The Chief Executive Officer will report to Council on the outcome of the evaluation, and make recommendations for amendments, alteration or substitution of a new Policy, if relevant.