

# Social Media

### Head of Power

*Local Government Act 2009*

### Key Supporting Council Document

Corporate Plan 2012-2017 - Lockyer Community – improve communication with the community through the use of technology and traditional means.

### Definitions

*Comment* – content (usually textual) that is published to the internet using social media.

*Content* - text, pictures, video and other meaningful material that is on the internet.

*Social Media* - internet-based tools and platforms for sharing and discussing information among people. Examples of social media include but are not limited to Facebook, Youtube, Twitter, Bebo, LinkedIn, Google Plus, Instagram, online consultation forums, internal online discussion boards and interactive blogs.

### Policy Objective

The purpose of this policy is to establish protocols for managing the use and content of Council's social media sites, and to provide guidelines for staff and Councillors about the personal and professional use of social media sites.

### Policy Statement

Lockyer Valley Regional Council uses social media platforms to enhance connectivity with its community, encourage engagement and facilitate discussion of Council issues, operations and services.

Professional and personal use of social media by Lockyer Valley Regional Council Councillors and employees must not bring the Council, Councillors, employees, contractors, volunteers, consultants and Council activities into disrepute, compromise effectiveness at work, imply Council endorsements of personal views or disclose confidential information. Posts and comments on social media should not speculate on future decisions or, except as part of an approved community engagement activity, discuss Council policy.

Employees must be authorised by the Chief Executive Officer prior to participating as a Council representative on official Council social media sites. Only the Chief Executive Officer can approve the creation of new social media channels for Council.



# Policy document

## Strategic-Governance SG 15

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Employees participating in any social media in a private capacity are not to imply that they are authorised to speak as a representative of Council or give the impression that the views expressed are those of Council.

Councillors and Council employees will, at all times when using social media professionally and personally, adhere to applicable federal, state and local laws, regulations and policies.

All official Council social media sites and platforms will be monitored and any inappropriate or defamatory comments and/or questions will be removed by the moderator. Defamatory postings include, but are not limited to, those that are racist, sexist, threatening, insulting, unlawful and threatening to another's privacy.

Links, reposts, or retweets from non-Council accounts will be limited to not-for-profit organisations where Council is a partner or when Council officially supports an activity.

The Mayor and Councillors are responsible for their own content published to social media platforms, however they must at all times when commenting upon Council matters, identify themselves as Councillors of Lockyer Valley Regional Council.

Any Council employee or Councillor found to be in breach of the Lockyer Valley Regional Council Social Media Policy and Social Media Procedure will be investigated through the misconduct provisions of Council's Codes of Conduct.

### **Related Documents**

Social Media Procedure  
Information Privacy Policy  
Employee Code of Conduct  
Councillor Code of Conduct