

POL	SOCIAL MEDIA	SC53
------------	---------------------	-------------

POLICY CODE:	SC53
DIRECTORATE:	Governance & Community Services
BUSINESS UNIT:	Corporate Communications
SERVICE UNIT:	Marketing & Media
RESPONSIBLE OFFICER:	Manager, Corporate Communications
FILE NO.:	006/010; 182/001
DATE FIRST ADOPTED:	12 September 2013
DATE LAST REVIEWED:	14 September 2017
ATTACHMENTS:	N/A
DELEGATED AUTHORITY REF.:	N/A
VERSION NO.	5

Dates of Amendments / Reviews:		
DAPPS Meeting:	28 August 2013 28 November 2013 27 February 2014	25 May 2016 24 August 2017
OCM:	12 September 2013 12 December 2013	13 March 2014 8 September 2016

BACKGROUND:

Social media allows users to connect with vast numbers of people via internet and mobile based channels. On a professional level organisations are able to engage with multiple stakeholders at great speed, while on a personal level users are able to interact and share opinions with each other. The use of social media by employees at home and at work can have the potential to expose employers to legal liabilities if the risks are not managed. Accordingly, large organisations require a policy to control and monitor the use of social media to mitigate any risk exposure, while providing an avenue to engage and interact with its community and stakeholders.

PURPOSE:

The purpose of this policy is to provide employees with guidance on the professional and personal use (at home and at work) of social media to protect:

- i. the employee and employer from the risks of using social media, and
- ii. the reputation and brand of the organisation.

There is a separate document of operational guidelines to guide staff in the day-to-day use of social media at work.

POL	SOCIAL MEDIA	SC53
------------	---------------------	-------------

POLICY:

1. Introduction

The City supports authorised employees participating in social media online (professional use of social media) as a means to fulfil corporate objectives including to:

- 1.1 Engage and interact with stakeholders.
- 1.2 Promote Council events, services and jobs.
- 1.3 Answer customer requests.
- 1.4 Monitor what the community is saying.
- 1.5 Undertake stakeholder research/obtain feedback.

2. Professional use of social media

- 2.1 Only authorised employees may engage in social media on behalf of the City including announcements, responses and comment.
- 2.2 Employees must not disclose confidential or private information
- 2.3 Employees must communicate in a positive and professional manner regardless of the level of personal support for Council's decisions and activities.
- 2.4 Employees must not make statements on City social media which could be construed as being the policy of any political party, unless it is a formally adopted position of Council.
- 2.5 Employees may not engage in any social media activity that will be used for commercial purposes by themselves or another person unless approval is given by the CEO.

3. Personal use of social media

The City acknowledges that employees use social media in a personal capacity. Whilst this may be in the employee's own time, it may have implications on the employer.

- 3.1 Employees must ensure that their personal comments on any social media site do not compromise the capacity for them to perform their public role including action which may bring themselves or the City of Cockburn into disrepute.
- 3.2 Employees must not disclose Council confidential information
- 3.3 Employees who engage in work related discussion groups outside of work must make it clear that the views they express are personal, and not necessarily the views of the City.

POL	SOCIAL MEDIA	SC53
------------	---------------------	-------------

3.4 Employees using social media in a personal capacity are not to make statements on social media that cause, or have significant potential to cause, embarrassment or distress to Elected Members or fellow employees of the City.

3.5 Personal use of social media during work hours is limited to recognised breaks.

4. Context

This policy must be read, interpreted and used in conjunction with the City of Cockburn's:

4.2 Staff Code of Conduct

4.3 Electronic Information Code of Conduct – Internet Access

4.4 Electronic Information Code of Conduct – Network and Email Access

4.5 Policy SCS1 'Media Activity'

4.6 Position Statement PSFCS1 'Equal Opportunity'

5. Monitoring

City of Cockburn computers and mobile phones allocated to employees may be monitored for compliance purposes, including when accessed away from work.

6. Compliance

Failure to comply with this policy may result in disciplinary action.