

SOCIAL MEDIA POLICY



TITLE: SOCIAL MEDIA POLICY

ADOPTED BY: COUNCIL

RESPONSIBILITY: CHIEF EXECUTIVE OFFICER

NEXT REVIEW DATE: 29/07/2015

Version	Decision Number	Adoption Date	History
1			DRAFT
2			
3			
4			

SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

- 1.1 The Social Media Policy ('Policy') relates to Katherine Town Council ('Katherine Town Council') and, where relevant, operates in conjunction with the Internet, Email and Computer Use Policy and the Contract of Employment, Elected Members or Contract for Service.

2. COMMENCEMENT OF POLICY

- 2.1 This Policy will commence from 29/07/2014. It replaces all other policies, if any, relating to access to Social Media Platforms and social networking sites (whether written or not).

3. SCOPE

- 3.1 The Policy relates to all full-time, part-time and casual employees of Katherine Town Council ('Katherine Town Council Employees'), as well as Elected Members, contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Katherine Town Council workplace ('Katherine Town Council Contractors').
- 3.2 The Policy also applies to Katherine Town Council Employees, Elected Members and Katherine Town Council Contractors' participation in social media inside or outside of any Katherine Town Council workplace and includes use of a Elected Member's, Contractor's or an Employee's own device.
- 3.3 The Policy does not form part of any contract of employment with Katherine Town Council. Nor does it form part of any contract for service with Katherine Town Council.

4. DEFINITIONS

- 4.1 In this Policy:

a) ' **Blogging** ' means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.

' **Confidential Information** ' includes but is not limited to trade secrets of Katherine Town Council; non-public information about the organisation and affairs of Katherine Town Council such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information

which is personal information for the purposes of privacy law; and all other information obtained from Katherine Town Council or obtained in the course of working or providing services to Katherine Town Council that is by its nature confidential.

- b) **'Computer'** includes all laptop computers and desk top computers.
- c) **'Hand Held Device'** includes all such devices which are used by Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors , inside and outside working hours, in the workplace of Katherine Town Council (or a related corporation of Katherine Town Council) or at any other place. Such devices include, but are not limited to, mobile phones, BlackBerrys, Palm Pilots, PDAs, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
- d) **'Intellectual Property'** means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
- e) **'Person'** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
- f) **'Social Networking Site'** and **'Social Media Platform'** includes but is not limited to Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, 'Wikis' (e.g. Wikipedia) and other similar sites.

5. REPRESENTING KATHERINE TOWN COUNCIL IN SOCIAL MEDIA

- 5.1 In consideration of the type of business of Katherine Town Council, any comments about or in connection with Katherine Town Council made in a Social Media Platform must be factual and consistent information with Katherine Town Council's goals and objectives. This means protecting commercially sensitive information in accordance a Katherine Town Council Elected Member Code of Conduct, Employee's contract of employment and a Katherine Town Council Contractor's contract for service.
- 5.2 All Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors are restricted from making comments on behalf of Katherine Town Council or using Katherine Town Council's branding, (including the corporate logo, internal logo and registered trademarks), in any Social Media Platform unless otherwise authorised.
- 5.3 Only the following Katherine Town Council Employees are authorised to speak on behalf of Katherine Town Council on Social Media Platforms:
 - a) Chief Executive Officer
 - b) Mayor
- 5.4 Katherine Town Council recognises that circumstances may arise in which Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors make mention of Katherine Town Council in social media.

- 5.5 Unless authorised by Katherine Town Council, any comments made by Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors must contain a disclaimer that they are not representing Katherine Town Council and do not have authority to speak on behalf of Katherine Town Council, and the views of the Katherine Town Council Elected Member/ Katherine Town Council Employee/Katherine Town Council Contractor do not represent the views of Katherine Town Council.

6. ACKNOWLEDGEMENT

- 6.1 All Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors acknowledge that:
- a) they are not to make comments which might reflect negatively on Katherine Town Council's reputation or make deliberately false or misleading claims about Katherine Town Council, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractor to correct the statement;
 - b) they must not disclose confidential or commercially sensitive information about Katherine Town Council including Katherine Town Council's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
 - c) they must not endorse or cite any client, partner or supplier of Katherine Town Council without the explicit prior permission of the Chief Executive Officer;
 - d) they must observe the relevant privacy, defamation and copyright laws; and
 - e) they must comply with relevant discrimination laws and Katherine Town Council policies that relate to discrimination and harassment.

7. MATERIAL POSTED BY OTHERS

- 7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage Katherine Town Council's reputation.
- 7.2 If you become aware of any such material which may damage Katherine Town Council or its reputation, you must immediately notify your manager and Chief Executive Officer on 8972 5500.

8. EXTERNAL SOCIAL MEDIA PLATFORMS

- 8.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors should not disparage or make adverse comments about Katherine Town Council, any Katherine Town Council Elected Member, Katherine Town Council Employee or any Katherine Town Council Contractor. This includes where such comments are made whilst a Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractor is contributing to a Social Media Platform using a Katherine Town Council computer and internet resources and similarly whilst using a non-Katherine Town Council computer or hand held device.
- 8.2 Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by Katherine Town Council for monitoring purposes on an on-going basis.
- 8.3 If it comes to Katherine Town Council's attention that a Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractor has made inappropriate and/or unauthorised comments about Katherine Town Council or a Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractor, Katherine Town Council may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using Katherine Town Council computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about Katherine Town Council, a Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractor via a non-Katherine Town Council computer or Hand Held Device.

9. KATHERINE TOWN COUNCIL ELECTED MEMBERS, KATHERINE TOWN COUNCIL EMPLOYEES' AND KATHERINE TOWN COUNCIL CONTRACTORS' RESPONSIBILITIES

- 9.1 Katherine Town Council Elected Members, Katherine Town Council Employees and Katherine Town Council Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Katherine Town Council and its products and services to the Chief Executive Officer.

10. WARNING

- 10.1 Apart from the potentially adverse effects a blog or social networking entry may have on Katherine Town Council, inappropriate blogs on internal or external sites can also have adverse consequences for a Katherine Town Council Elected Member, Katherine Town Council Employee or Katherine Town Council Contractors in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

- 10.2 Katherine Town Council may use and disclose an Elected Member's, Employee's or Contractor's social media posts where that use or disclosure is:
- a) for a purpose related to the employment of any Elected Member, employee or related to Katherine Town Council's business activities; or
 - b) use or disclosure to a law enforcement agency in connection with an offence; or
 - c) use or disclosure in connection with legal proceedings; or
 - d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.
- 10.3 While users are permitted to use Katherine Town Council's computer network for limited and reasonable personal use, Elected Members, Employees and Contractors must be mindful that any information (personal or other) they disclose while using Katherine Town Council's computer network may be used and/or disclosed as provided for in clause 10.2 above. An Elected Member, Employee or Contractor is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of Katherine Town Council's computer network.

11. CONSEQUENCES OF BREACHING THE SOCIAL MEDIA POLICY

- 11.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for Katherine Town Council Contractors, the termination or non-renewal of their contract for service and Elected Members disciplinary action in accordance with the Local Government Act).

12. KATHERINE TOWN COUNCIL CONTACT

- 12.1 Any questions about this Policy should be directed to Chief Executive Officer 8972 5500.

VARIATIONS

Katherine Town Council reserves the right to vary, replace or terminate this Policy from time to time.

ASSOCIATED DOCUMENTS

- Code of Conduct
- Customer Service Charter

POLICY VERSION AND REVISION INFORMATION

Policy Authorised by: Neroli Dickens

Original issue: 30/07/2014

Title: Chief Executive Officer

Policy Maintained by: Sophie Henderson

Current version: 1

Title: Community Services Executive
Manager

Review date: 29/07/2015

Acknowledgement

I acknowledge:

- *receiving the Policy;*
- *that I will comply with the Policy; and*
- *that there may be disciplinary consequences if I fail to comply, which may result in the termination of my employment.*

Employee Name: _____

Signed: _____

Date: _____