

Date adopted
Last review
Next review
Responsible Officer

February 2013
November 2024
November 2028
Community Engagement and Communications Coordinator

Fully compliant with Victorian
Charter of Human Rights and
Responsibilities Act 2006



POLICY TITLE SOCIAL MEDIA – USAGE AND ADMINISTRATION

POLICY NUMBER CPOL/GOV017

1. PURPOSE

The purpose of this policy is to improve the effectiveness of Swan Hill Rural City Council's (Council) communication and engagement with the community.

2. SCOPE

This policy applies to all Council employees and Councillors.

3. POLICY

Council is committed to actively using social media as a form of community engagement.

Council will establish procedures for managing Council's social media platforms, including content approval, setting up new platforms, social media monitoring and comment management.

Council will also provide guidelines for employees and Councillors about the personal and professional use of social media platforms.

4. RELATED POLICIES/PROCEDURES/DOCUMENTS

PRO/GOV017 Social Media – Usage and Administration Procedure
POL/CORP225 Website Policy
POL/CORP218 IT Acceptable Use Policy
POL/GOV003 Media Policy
POL/STAFF104 Disciplinary Policy
POL/CORP203 Corporate Credit Card Policy
CPOL/GOV025 Community Engagement Policy
Communications & Engagement Strategy 2019-2022
POL/CORP211 Privacy Policy

5. RELATED LEGISLATION

Copyright Act 1968 (Cth)
Defamation Act 2005 (Vic)
Local Government Act 2020 (Vic)
Privacy and Data Protection Act 2014 (Vic)
Wrongs Act 1958

6. DOCUMENT HISTORY

Version Number	Issue Date	Description of Change
1.0	February 2013	Initial release
1.1	August 2014	Review
1.2	December 2026	Review
1.3	November 2018	Review
1.4	February 2022	Review
1.5	November 2024	Review

Signed: **MAYOR**

Date: **March 2025**