

Date Adopted February 2013  
Date Reviewed December 2016  
To be Reviewed December 2018

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



**POLICY TITLE SOCIAL MEDIA**

**POLICY NUMBER POL/GOV017**

## **PURPOSE**

The purpose of this policy is to improve the effectiveness of Council's communication and engagement with the community.

## **SCOPE**

This policy applies to all Council employees and Councillors.

## **POLICY**

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

Council will establish protocols 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.

## **RELATED POLICIES/DOCUMENTS**

Website Directive – DIR/CORP225

IT Acceptable Use Directive – DIR/CORP218

Media Policy and Procedure – POL/GOV003D and PRO/GOV003D

Disciplinary Directive – DIR/STAFF104

Corporate Credit Card Directive – DIR/CORP203

Communications Strategy 2015 – 2018

Privacy Directive – DIR/CORP211

## **RELATED LEGISLATION**

Copyright Act 1968 (Cth)

Defamation Act 2005 (Vic)

Local Government Act 1989 (Vic)

Privacy and Data Protection Act 2014 (Vic)

Signed: Les McPhee

Mayor

Date: 3/01/2017