

Date Adopted February 2013
Date Reviewed November 2018
To be Reviewed November 2020

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



POLICY TITLE SOCIAL MEDIA

POLICY NUMBER POL/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 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.

4. RELATED POLICIES/DOCUMENTS

Website Policy POL/CORP225
IT Acceptable Use Policy POL/CORP218
Media Policy POL/GOV003 Disciplinary Policy POL/STAFF104
Corporate Credit Card Policy POL/CORP203
Communications Strategy 2015-2018
Privacy Policy POL/CORP211

5. RELATED LEGISLATION

Copyright Act 1968 (Cth)
Defamation Act 2005 (Vic)
Local Government Act 1989 (Vic)
Privacy and Data Protection Act 2014 (Vic)

Signed: Ann Young

Mayor

Date: 13/12/2018