

## Corporate Social Media

### Head of Power

*Local Government Act 2009*  
*Local Government Regulation 2012*  
*Public Records Act 2002*

### Objective

The objective of this policy is to establish parameters for the appropriate use and management of council's Corporate Social Media.

### Definitions

**CEO** means the Council's Chief Executive Officer.

**Corporate Social Media** means Council's approved Social Media.

**Council** means Moreton Bay Regional Council

**Employee** means all employees of Council, whether employed on a permanent, temporary or part-time basis and includes volunteers and employees of businesses and entities contracted to provide services to, or on behalf of Council.

**Social Media** means web-based platforms, applications and technologies that enable users to create and share content or to participate in social networking. Social Media may include social networking (e.g. Facebook, LinkedIn), micro-blogging sites (e.g. Twitter), photo sharing sites (e.g. Instagram), video sharing sites (e.g. YouTube), blogs, both personal and corporate, wikis and other online collaborations (e.g. Wikipedia), forums, discussion boards, online social groups, instant messaging (e.g. Jabber, Messenger).

**Politician** means the Mayor, Councillors and all other elected members of parliament.

### Application

This policy applies to the use of Corporate Social Media by Councillors and employees.

### Policy Statement

Council is committed to providing relevant, accurate and timely information to residents about council business, services, facilities, events, projects and disaster management.

Council supports the use of Corporate Social Media as part of an integrated approach to communication that aims to enhance the Moreton Bay Regional Council brand; build positive community sentiment; and inform and educate residents.

Corporate Social Media will be managed by Council's Communications department in accordance with guidelines outlined in Council's Social Media Handbook. No other Social Media should be used for Council business.

Content will be positive and newsworthy, generally relevant to residents on a regional level and consistent with Council's Corporate Plan and other relevant Council policies.

Corporate Social Media must not contain information that directly promotes a politician or political party (such as election campaign material) or is a matter of particular political sensitivity. However, the Mayor as council's regional spokesperson, or delegate, may appear if conducting official council business.

Interaction and use by Council Employees and Councillors should be consistent with the Employee Code of Conduct and the Code of Conduct for Councillors in Queensland.

### Related Documents

This policy complements and is to be implemented in conjunction with other Council policies, directives and relevant documents published by other agencies including, but not limited to:

- *Public Records Act 2002*
- Policy 2150-002 - Advertising Expenditure
- Policy 2150-047 - Use of the Moreton Bay Regional Council Corporate Identity (Logo)
- Code of Conduct for Councillors in Queensland
- Moreton Bay Regional Council Employee Code of Conduct
- Moreton Bay Regional Council Social Media Handbook
- Office of the Independent Assessor - Queensland Councillor Social Media Community Guideline
- Office of the Independent Assessor - Your Social Media and You, A guide for elected council members in Queensland

### Review Triggers

This policy will be reviewed for applicability, effectiveness, and consistency with relevant legislation, Council resolutions, and other Council documents. Reviews of this policy will occur as required, or at least once every two years.

### Responsibility

This Policy is to be:

- (1) implemented by the CEO; and
- (2) reviewed and amended in accordance with the "Review Triggers" by the CEO.

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