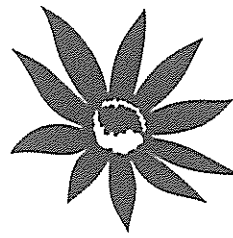

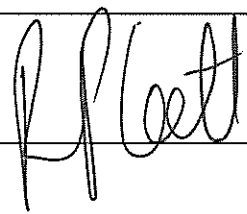
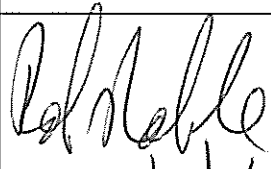


Wyong
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POLICY NO: WSC067

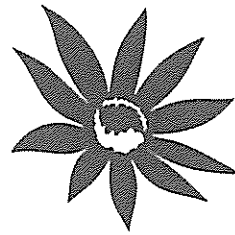
POLICY FOR SOCIAL MEDIA : ACCEPTABLE USE



AUTHORITY	NAME & TITLE	SIGNATURE	DATE
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History of Revisions:

Version	Date	TRIM Doc. #
1	30/8/2012	D03095267
2	30/4/2016	D12321157



A. POLICY SUMMARY

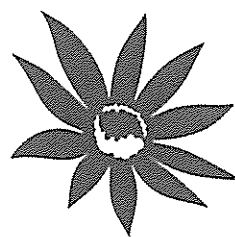
- A1 This Policy establishes Wyong Shire Council's (WSC) commitment to the use of Social Media tools by Council staff in an appropriate manner both at work, where it is a mandated part of their position in Council, as well as in their personal lives in order to expand the effectiveness of Council's staff understanding of and engagement with the community.
- A2 Council understands that it is becoming increasingly challenging for staff to differentiate between the use by Council staff of Social Media in their personal lives and inadvertently or otherwise representing themselves as reflecting the policy, regulatory or otherwise, the views or position of Council.
- A3 This policy establishes the requirement for Council staff to not engage in the personal use of Social Media where staff may in any way identify themselves as employees of Council. It is a requirement that Council staff not inadvertently or otherwise identify themselves on Social Media as representing the position of Council without the express approval of the CEO.

B. POLICY BACKGROUND

- B1 Council staff are provided access to information systems in order to achieve its business objectives. In some cases Council staff access and use Council Social Media accounts on platforms such as Facebook and Twitter. Posts for the awareness of the community are made on a wide range of issues through Council Social Media accounts for which a separate Council Social Media Policy applies.
- B2 Council staff are also in their personal lives increasingly accessing and communicating on Social Media platforms. This policy is intended to guide Council staff in ensuring that there is a clear delineation of personal and professional use of Social Media platforms, so as not to confuse the Community on the position of Council on any one particular matter.
- B3 Council supports its employees' personal participation in social media online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.

Social media platforms provide an opportunity to:

1. Constructively engage and interact with our various stakeholders and customers
2. Promote staff expertise, and
3. Improve staff awareness of community issues



C. DEFINITIONS

- C1 **Council** means Wyong Shire Council, being the organisation responsible for the administration of Council affairs and operations and the implementation of Council policy and strategies.
- C2 **Information** means all Council information held in databases, electronic documents, physical documents, email, and internally developed application source code.
- C3 **Information Assets** refers to Council Information, Information Systems and Facilities.....
- C4 **Information Systems** means any computer network, software or programs, either 3rd Party provided or internally developed used to create, process, hold, maintain or transmit electronic information.

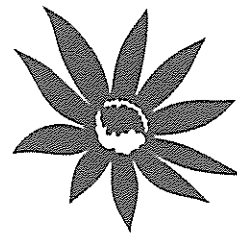
D. POLICY STATEMENTS

Jurisdiction

- D1 This Policy covers all elected members of Council, all personnel employed by Council, any person or organisation contracted to or acting on behalf of Council, any person or organisation employed to work on Council premises or facilities and all activities of the Council.
- D2 This policy does not confer any delegated authority upon any person. All delegations to staff are issued by the Chief Executive Officer.

Consequence of Policy Breach

- D3 Breaches and violations of any of these policy statements may lead to disciplinary actions, up to and including dismissal and/or action by judicial and regulatory authorities.
- D4 Breaches and violations will be investigated and findings reported to the Chief Information Officer and the Human Resources Manager for action.
- D5 Deliberate actions that can be directly attributable to an individual or individuals may involve dismissal and/or criminal prosecution. In addition, breaches concerning inappropriate usage of Social Media that violates Council Code of Conduct or any other Council Policy may result in disciplinary action.



Waivers and Exceptions

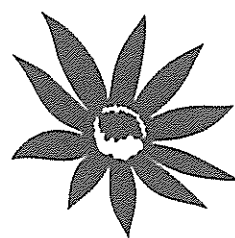
- D6 Any deviation or variance from these standards, i.e. where compliance may be impractical due to cost, technical or local issues, will require a formal waiver from the CEO.

General

- D7 Social media includes all forms of public, web-based communication and expression that bring people together by making it easy to publish content to many audiences. These include, but are not limited to:
- Social and professional networking sites (e.g., Facebook, MySpace, LinkedIn)
 - Video and photo sharing websites (e.g., Flickr, YouTube)
 - Micro-blogging sites (e.g., Twitter)
 - Blogs (e.g., personal blogs, media-hosted blogs)
 - Forums and discussion boards (e.g., Whirlpool, Yahoo! Groups, Google Groups)
 - Collaborative publishing (e.g., Wikipedia, Google Docs)
- D8 Information generated, held or received on Council equipment or generated by Council Staff is the property of Council, including on Social Media. Personal privacy rights do not apply to Council owned information. Confidentiality of Information will be in accordance with Council requirements, Code of Conduct and applicable laws.
- D9 Council staff shall not be involved in political activity, commercial activity, or the business of external organisations using Council Social Media (ref D6).
- D10 Council staff are expected to use reasonable judgement in the performance of their duties. Occasional incidental personal use of Council's systems is acceptable, with the identification of Council staff representing Council on Social Media requiring the express pre-approval of the CEO.

Acceptable Social Media Use

- D11 The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with Council, including its business operations, regulatory and policy position. Council will enforce these five standards together with the Council Code of Conduct as and when required:
1. Always follow relevant Council policies including the Code of Conduct
 2. Do not act unlawfully (such as breaching copyright or intellectual property right) when using social media
 3. Make sure your personal online activities do not interfere with the performance of your job or the role of Council. Do not identify yourself on Social Media platforms as Council staff unless you have approval to do so



4. Be clear that your personal views are yours, and not necessarily the views of the Council where there may be uncertainty or confusion
5. Do not disclose confidential information obtained through work

D12 The use of Social Media must be consistent with relevant laws, policies, and good communication practices in terms of:

- Copyright and patent materials
- Discriminatory speech, advocacy and harassment including posting of illicit and offensive materials
- Maintenance of Council records
- Professional language

D13 Social Media is subject to the same legislative requirements, policies and practices that apply to written and verbal communication, such as the Sex Discrimination Act 1984, Disability Discrimination Act 1992, Racial Discrimination Act 1975.

D14 Social Media must not be used for illegal or unlawful purposes, including, but not limited to, copyright infringement, obscenity, libel, slander, fraud, defamation, plagiarism, harassment, intimidation, forgery, impersonation, illegal gambling, soliciting for illegal pyramid schemes, and computer tampering (e.g. spreading computer viruses).

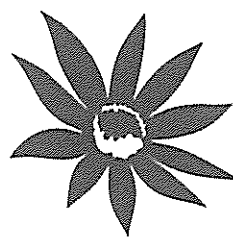
D15 Social Media access may be used for the same communication purposes and under the same Code of Conduct as the mail service, facsimile, telephone, and face-to-face conversations and meetings.

D16 Council staff must not use social media accounts outside Council management control to send or receive Council information. This includes downloading Council information to non-Council owned assets such as personal tablets (i.e. Apple iPad) where Council has not explicitly approved the use of, or does not have control over, the device.

D17 Communication on Social Media could in some circumstances be construed as a contract as defined in the Electronic Transaction Act. Personnel must ensure that the language used in any message, including through Social Media, does not indicate a commitment that you cannot keep and/or are not authorised to make on behalf of Council.

D18 Social Media may not be used in any way that violates Council's policies, rules, or administrative orders including, but not limited to, the Code of Conduct. Use of the Internet, including Social Media in a manner that is not consistent with the mission and values of Council, misrepresents Council, or violates any Council policy including Code of Conduct is prohibited.

D19 Council allows reasonable personal use for communication with family and friends, independent learning, and public service including on Social Media platforms. Council prohibits use for mass unsolicited mailings and posts, access for non-employees to Council

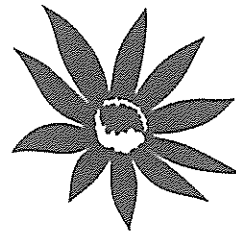


resources or network facilities, uploading and downloading of files for personal use using Social Media platforms, the dissemination of chain letters and posts, access to pornographic sites, gaming, competitive commercial activity through Social Media platforms. Any deviation to this policy requires the express pre-approval by the CEO.

- D20 Where identification of a Council staff member on Social Media used for personal purposes can reasonably be made, it is to be made clear the views and opinions expressed are not the views and/or the position of Council.
- D21 Employees must not, in their capacity as Council employees, make any official comment in social media about any Council matter without prior authorisation in accordance with the Media Policy.
- D22 Do not mention Council, Council-related matters, job titles, roles or projects you may be in currently, or have in the past been associated with, when posting on social media sites for personal use.
- D23 In posting to social media sites in a private capacity:
- give an opinion but be clear that it is a personal opinion
 - do not post any material that may bring Wyong Shire Council into disrepute, or otherwise embarrass the Council
 - Do not comment on or post Council documents that are not publicly available, whether confidential or not. Links or references to documents on official Council internet or social media sites are acceptable
 - Under no circumstances should offensive comments be made about Council colleagues. This may amount to cyber-bullying.
- D24 You are personally responsible for the content you publish on social media. Please remember to obey the law and Council Policy at all times, and be mindful that what you publish will be public for a long time.
- D25 Ensure you do not knowingly disclose or use the identity of another Council employee or an employee of a council business partner or competitor (including name or variation of name).

E. POLICY IMPLEMENTATION - PROCEDURES

- E1 This policy should be read in conjunction with the Wyong Council Code of Conduct.
- E2 It is the personal responsibility of all Council employees and agents thereof to have knowledge of, and to ensure compliance with this policy.
- E3 Due to the rapidly evolving nature of Social Media, it is expected that this Policy shall be reviewed at least every twelve (12) months for currency.



E4 Associated documents

- Council Code of Conduct
- Information Management Security Policy
- Information Technology Acceptable Use Policy
- Software Applications Policy
- Information Management Asset Policy
- Information Management Infrastructure Policy
- Records Management
- Social Media Policy