

G.13 Website and Social Media Policy

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	V4	13-Apr-18	Reviewed – no changes

CEO Chief Executive Officer
MCCS Manager Corporate & Community Services
MES Manager Engineering Services
MFS Manager Financial Services

1 OBJECTIVE

The objectives of this policy are:

- Demonstrate Council’s commitment to communicating with the community through internet and other electronic systems; and
- Provide an agreed protocol for the use of various technological platforms by persons communicating with or on behalf of Council.

2 SCOPE

This policy applies to:

- The use of electronic equipment and associated programs for the purpose of informing and / or engaging the community, where that information can reasonably be expected to be accessed by a number of individuals. Examples may include, but are not limited to, social media sites (eg Facebook, Twitter), blogs available to the general public, bulk email and sms messaging, videos, podcasts etc.;
- All Councillors, Council employees, consultants and contractors engaged by Council accessing Council’s public media platforms as an administrator, moderator or content generator under Council’s account profiles;
- Any social media user who wishes to interact on public media platforms administered by Council, including Councillors, council staff and contractors using private or third party accounts; and
- All Councillors, council employees and contractors using any non-council or personal public media platform.

This policy does not apply to:

- The use of electronic equipment to communicate with individuals directly in relation to specific matters;
- The use of electronic equipment by Councillors in campaign activities (refer Councillor’s Caretaker Period Protocol, and Councillor’s Code of Conduct for Councillor requirements in this regard); or
- The use of electronic equipment in production of Council publications, radio or television.

3 STATEMENT

Quilpie Shire Council recognises the role of information technology infrastructure as essential communications tools to disseminate information to the community.

Council acknowledges the benefits of engaging with the community through current and emergent social media and technology platforms as a means to communicate key Council policy and messages.

4 DEFINITIONS

<u>Social media</u>	An online environment which facilitates the creation, sharing and exchange of information and ideas in virtual communities and networks.
<u>Social media platforms:</u>	Programs or applications developed for the purpose of providing a network for social media interactions, such as Facebook or Twitter and/or other electronic means of expressing comment to a number of individuals. (eg mass electronic email or text messages).
<u>Blog:</u>	A website containing the author or author’s own experiences, observations and comments.

Bulk SMS: Often used for marketing purposes, the process of sending a text message to a number of recipients via mobile telephone or internet technology.

Electronic publication equipment: For the purposes of this policy electronic equipment may include computers (local and remote), telephone, facsimile, android and other mobile electronic devices (eg Ipads, tablets).

5 RELATED POLICIES | LEGISLATION | OTHER DOCUMENTS

IX #	Details
91186	G.13-A Website and Social Media (Publication) Procedure
91189	G.13-B Website and Social Media (Terms of Use) Procedure