

Social Media Acceptable Use

Policy

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CENTRAL COAST COUNCIL

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POLICY

The Central Coast Council (the Council) recognises that there are legitimate business reasons for using social media. To enable workplace participants to take advantage of the business value of these sites and to promote an open, trusting and collaborative workplace, the Social Media Acceptable Use Policy (the Policy) allows workplace participants to use social media within the specified guidelines.

PURPOSE

The purpose of the Policy is to ensure the effective service delivery of Council business through the use of social media and provide guidelines to ensure the protection and proper use of the Council's social media services and corporate computing resources. Direct Reports and the General Manager are responsible for workplace participants awareness of and observance to the Policy.

APPLICATION

This Policy applies to all workplace participants, which include:

- Casual, fixed-term and otherwise temporary employees, employees on probation, part-time employees, managers, Councillors, employees working from home as well as full-time employees;
- People providing services to the Council on a contract basis or on secondment from or to another Council, even if they are only working on a temporary basis; and
- Students, graduates and others on work experience or undertaking voluntary work.

SCOPE

Social media (sometimes referred to as social networking or Web 2.0 technologies) are online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content. All forms of social media, including emerging platforms are within the scope of this Policy and must be compliant.

Social media services and tools can involve a combination of technology, telecommunications and social interaction. They can use a variety of different formats, for example text, pictures, video and audio.

Social media can provide unique opportunities for users to communicate and share information, and to build networks locally, nationally, and internationally. Information shared may include (but is not limited to) personal information, opinions, research, commentary, or business information.

Blogs – A blog is a ‘web log’. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. Usually, viewers can comment, ask questions, share information and subscribe. A typical blog combines text, images, and links.

Forums/boards – An internet forum, or message board, is an online discussion site. Users can post messages and comment on other messages. Other types of social media often incorporate forums, sometimes with their own social conventions and etiquette (or ‘netiquette’).

Micro-blogs – A micro-blog has a similar purpose to a blog, except that entries are smaller - usually limited to a certain number of characters (e.g. 140). A popular example is Twitter™. It allows users to ‘follow’ one another so that they are notified when a new update is posted. Users can connect quickly and through many different tools such as their mobile phone.

Photo sharing sites – A photo sharing site, such as Instagram®, allows users to upload images and is useful for categorising and organising pictures. They allow other users to comment on them, or re-use them with permission.

Social bookmarking – Social bookmarking is used for saving the address of a website or item of content and adding a tag to allow other users to easily find research. It is useful for organising and sharing links, and for keeping track of links recommended by others. Pinterest™ is an example.

Social networking websites – Social networking websites focus on building online communities of people who share interests. Popular examples include Facebook® and LinkedIn®. Users can build their own profile page, join groups, share photos and videos, post messages, and run other applications.

Video sharing sites – A video sharing site allows users to upload video clips to be stored on the server, allowing other users to view them. YouTube™ is a popular example.

Wikis – A wiki is a website using ‘wiki software’ that allows web pages to be created, interlinked, and edited by any user. The most well-known wiki is Wikipedia® – an online encyclopaedia.

INAPPROPRIATE CONTENT

Social media may contain legitimate business and personal content, but it must not include content that is fraudulent, offensive, obscene, pornographic, sexually suggestive, abusive or discriminatory, defamatory, threatening, harassing, bullying, hateful, racist, sexist, that infringes copyright, or is otherwise unlawful. This Policy should be read in conjunction with a number of Council policies, including the Information and Communication Technology Acceptable Use Policy – April 2014, which applies to the broader web and email and also applies to content found within social media.

Inappropriate content must not be accessed by workplace participants while at work, or while using the Council’s resources. Likewise, workplace participants must not post inappropriate material using Council’s resources. Workplace participants are expected to use common sense, and consideration for others, when deciding on content appropriate for the workplace.

PRODUCTIVITY

The Council recognises that workplace participants may have a need (at times) to conduct business within social media while at work or using the Council's resources. The Council allows limited access to social media content. For example, workplace participants are allowed access to social media reasonably within the functions of their role at the Council as agreed by their Direct Report or the General Manager. It is the responsibility of the employee to ensure that personal use of social media is consistent with the Council's Information and Communication Technology Acceptable Use Policy – April 2014.

GUIDELINES

The following are guidelines regarding what workplace participants should and should not do when publishing content in social media. Workplace participants are responsible for content they publish in social media and can be held personally liable for content published. Workplace participants can also be subject to disciplinary action by the Council for publishing inappropriate or classified content. These guidelines only cover a sample of all possible content publishing scenarios and are not a substitute for good judgment. It is important to note that these guidelines apply to all social media publishing, whether personal or Council sponsored.

When accessing social media via the Council website and/or intranet systems, workplace participants must do so in accordance with the Council's Information and Communication Technology Acceptable Use Policy – April 2014, which requires workplace participants to use these resources 'reasonably', in a manner that does not interfere with work, and is not inappropriate or excessively accessed.

1. PERSONAL USE OF SOCIAL MEDIA

The Council recognises that workplace participants may wish to use social media in their personal life outside of work time. This Policy does not intend to discourage nor unduly limit personal expression or online activities. However, workplace participants should recognise the potential for damage to be caused (either directly or indirectly) to the Council in certain circumstances via personal use of social media when they can be identified as a member of Council.

In accordance with the Council's Employee Code of Conduct – November 2012 and Councillors Code of Conduct – June 2016, workplace participants are not to make public Council statements without the consent of the General Manager. Do not disclose information that would otherwise not be disclosed, speculate on policy or possible policy, or indicate possible future decisions of the Council. Workplace participants should comply with this Policy to ensure that risk of damage to the Council is minimised.

Workplace participants are personally responsible for the content they publish in a personal capacity on any form of social media platform. When in doubt, workplace participants should seek guidance from their Direct Report or General Manager on how to comply with their obligations.

2. *PERSONAL POSTS*

Personal posts are those made via a private social media account in an individual's name, or a name of their choosing. Personal accounts should not identify workplace participants as working for the Council, however it is noted that in the cyber-sphere it can be relatively easy to connect separate pieces of information to largely identify users.

Use of personal posts should follow similar considerations as the use of other Council ICT communication resources such as email; not disclose confidential or highly sensitive information that would otherwise not be disclosed; speculate on policy or possible policy; or indicate possible future decisions of the Council.

Personal social media accounts should not be linked to the Council's email accounts except where authorisation is gained. If workplace members feel that they could be easily identified as affiliated with the Council, it is recommended a disclaimer for the account/post be used such as, "the views expressed on this site/post are my own, and don't necessarily represent those of the Council".

3. *AFFILIATION WITH COUNCIL*

Where workplace participants can be identified as an employee of the Council or otherwise affiliated with Council, the following obligations apply for all social media content:

- . Include in all postings an identification of the position or affiliation with Council;
- . Express that the stated views are personal (not those of the Council) and do not imply an authorisation to speak on behalf of the Council;
- . Do not disclose information that would otherwise not be disclosed, speculate on policy or possible policy, or indicate possible future decisions of the Council;
- . Ensure that all content published is accurate and not misleading;
- . Maintain the standard of professionalism expected in the position held at Council;
- . Do not publish material that could harm the reputation of the Council (including elected Councillors, elected Mayor, or Council employees), stakeholders or customers.
- . Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws;
- . Do not use the Council email address or Council logos/identifiers unless authorised to do so;
- . Do not use or disclose any confidential information, or highly confidential information;
- . Do not post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another member of the Council, or towards customers, stakeholders or third parties; and

Do not post images or footage of colleagues, customers or stakeholders without their permission.

4. OFFICIAL POSTS

The Council reserves the right to make official posts on social media sites, as it does in the traditional media, to address queries, discussion and misinformation. Any official posts will identify the information provided as attributable to the Council as an official comment, for example, with use of the Council logo. Official posts will be executed by a fully authorised representative of the Council.

As with any public statements, any official posts must be developed in conjunction with relevant subject matter area(s) and approved by the General Manager. Care should be taken when considering official posts, as social media is an open and dynamic environment that can generally not be controlled - consider the potential implications of any proposed posts, the likely audience, and whether it will assist in delivering positive outcomes for the Council.

If at any time the Council chooses to make official comment via social media this will be managed by the Office of the General Manager in conjunction with the relevant subject matter area(s) and approved by the General Manager. Official posts are also required to follow guidelines of the Council Information and Communication Technology Acceptable Use Policy – April 2014.

5. AUTHORISATION TO REPRESENT THE COUNCIL

Before engaging in social media as a representative of the Council, workplace participants must be formally authorised to comment by the General Manager. Workplace participants may not comment as a representative of the Council unless authorised to do so. If authorised workplace participants engage in advocacy for the Council on social media, they should clearly identify their affiliation or position in the Council.

Authorisation to represent the Council in social media or create a new social media account must follow the guidelines of the Social Media Systems Management Policy – September 2018. Request Forms can be submitted to the Office of the General Manager that updates and maintains the Council's register of official social media accounts.

Personal accounts should not be used to post official Council statements unless authorised by the General Manager to do so. Workplace participants should take due care that the use of social media (as agreed with their Direct Report or the General Manager) does not impinge on performing their work or be used excessively.

MONITORING AND MODERATION

Content posted on the Council's social media platforms is monitored and moderated during business days and hours, except public holidays. The Council will make reasonable efforts to monitor content to ensure social media postings are courteous and non-offensive.

The Council reserves the right to delete or block any comments that are deemed inappropriate. It is the responsibility of the workplace participant to ensure that personal use is consistent with the Council's Social Media Community Guidelines – September 2018. Content including (but not limited to) the following may be deleted:

- . Abusive, hurtful or inappropriate language or statements;
- . That violates privacy;
- . That breaches copyright laws;
- . That is considered spam;
- . That is not suitable to all ages;
- . That is overtly political; and
- . Unsolicited advertising.

MALWARE AND ONLINE CRIME PREVENTION

Social media is commonly used by the online criminal community to deliver malware and carry out schemes designed to damage property or steal classified information. While these guidelines help to reduce risk, they do not cover all possible threats and are not a substitute for good judgment.

Security settings, applications and common sense should be used when using social media. For tips see Appendix 1, Social Media Do's and Don'ts or contact the Council's Corporate Services Group Leader or the General Manager.

RECORDS MANAGEMENT

The Tasmanian Archive and Heritage Office (TAHO) has record keeping requirements for social media posts that relate to business. The Council need only keep social media content considered to be business records under its existing record keeping policies and procedures.

For low risk forms of Council business, the social media information generated generally has limited ongoing value and content can be safely left in the application. These policies and procedures will be reviewed periodically in light of changes to requirements of TAHO. A social media folder is located within the Council's digital records system for storing social media related communications that are not held within the corresponding digital platform.

POLICY BREACHES AND NON-COMPLIANCE

Non-compliance and breaches of this Policy will be dealt with in accordance with the employment agreement, Employees Code of Conduct – November 2012, Code of Conduct of Councillors – June 2016, Human Resource Workforce Behaviour Policy and Guidelines – April 2018 and Information and Communication Technology Acceptable Use Policy – April 2014. Allegations of misconduct will be investigated according to established procedures. Sanctions for non-compliance or violations of this policy may include the following:

1. Temporary or permanent revocation of access to some, or all, computing and networking resources and facilities;
2. Disciplinary action including possible termination of employment or contract; and/or
3. Where inappropriate use constitutes a breach of any law, legal action may be taken in accordance with that law by the Council or concerned third parties.

RELATED POLICIES

This policy should be read in conjunction with existing corporate policies including:

- . Employees Code of Conduct - November 2012
- . Code of Conduct of Councillors – June 2016
- . Information and Communication Technology Acceptable Use Policy – April 2014
- . Human Resource Workforce Behaviour Policy and Guidelines – April 2018
- . Records and Records Management Policy – April 2017
- . Social Media Community Guidelines – September 2018
- . Social Media Systems Management Policy – September 2018.

EVALUATION PROCESS

This Policy is reviewed when any of the following occur:

- . The related information is amended or replaced;
- . Changes to device or access technology which significantly increase the associated risk;
- . Evidence that the Policy no longer meets the needs of Council; or
- . Other circumstances as determined from time to time by the General Manager.

Notwithstanding the above, this Policy is to be reviewed at intervals of no more than two years.

RESPONSIBILITIES

Policy Owner	General Manager
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CHANGES TO POLICY

This Policy is to remain in force until otherwise determined by the General Manager.

Sandra Ayton
GENERAL MANAGER

ACKNOWLEDGEMENT FORM

I have read and understood the contents and agree to abide by the Central Coast Council Social Media Acceptable Use Policy.

Workplace Participant Name:

Workplace Participant Signature:

Date:

Please return this acknowledgement to the Council Payroll Officer or General Manager.

APPENDIX 1 – SOCIAL MEDIA “DO’S AND DON’TS”

DO	DO NOT
<p>DO make it clear you are speaking for yourself, and not on behalf of the Council or other organisation. Communicate in the first person (I, me) when engaging in personal social media communications.</p>	<p>DO NOT comment on:</p> <ul style="list-style-type: none"> · Council or government business; · Future or current decisions or decision making; or · Council or government policy. <p>DO NOT share confidential information.</p>
<p>DO gain authorisation or approval from the General Manager to represent the Council in your current position on social media.</p>	<p>DO NOT use ethnic slurs, personal insults, obscenity or engage in any conduct that would be considered unacceptable in a workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory.</p>
<p>DO use a disclaimer. If you publish personal social media communications and it has something to do with the work you do, or subjects associated with the Council, use a disclaimer such as, “the views expressed on this site/post are my own, and don’t necessarily represent those of the Council”.</p>	<p>DO NOT conduct classified Council business with a stakeholder, customer or third party through your personal (or other) social media.</p>
<p>DO follow the policies. Make yourself aware of and follow all the Council’s guidelines, as well as laws such as copyright, fair use, and disclosure laws that apply to social media. Ensure you have read and understood any Terms of Use for the social media platform you intend to use.</p>	<p>DO NOT register accounts using the Council’s brand name, or any other unregistered or registered trademarks.</p>
<p>DO ask permission to publish or report on conversations that are meant to be private or internal to the Council. When in doubt, always ask permission from your Direct Report or the General Manager.</p>	<p>DO NOT use Council email addresses or the same passwords for social media that you use to access Council’s computing resources.</p>
<p>DO acknowledge the stakeholder/source if you make a reference (approved in writing) to a stakeholder, customer, or third party.</p>	<p>DO NOT follow links on social media pages posted by individuals or organisations that you do not know.</p>
<p>DO be aware of your association with social media. If you identify yourself as a Council workplace participant on a personal account, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and customers.</p>	<p>DO NOT cite or reference stakeholders, customers or third parties without their written approval.</p>
<p>DO be aware that the Council’s employs technical and regulatory controls to enforce these guidelines.</p>	<p>DO NOT download software posted or recommended by individuals or organisations that you do not know.</p>

Social Media Community Guidelines

PURPOSE

The purpose of the Social Media Community Guidelines (the Guidelines) is to set the ground rules by which the community may participate in online engagement initiatives of the Central Coast Council (the Council). The Guidelines and moderation aim to discourage and manage anti-social, irrelevant, offensive, spam and/or other inappropriate posts.

The Guidelines and moderation are designed to protect all users of the Council's social media and digital platforms. The Guidelines aim not to discourage two-way conversations between the community and the Council, but participation on the Council's social media platforms needs to comply.

STANDARDS

People using any of Council's social media platforms should not post any material that may be considered:

- . Abusive, obscene, indecent or offensive language;
- . Defamatory, abusive, harassing or hateful or capable of damaging the reputation of a person or organisation;
- . As invading anyone's privacy or impersonating anyone;
- . Off-topic, as irrelevant posts lower the value of the debate for everyone;
- . To be spam, repetitive, unauthorised advertising or solicits;
- . As encouraging conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any law;
- . To include your or anyone else's personal information;
- . To include inappropriate, vulgar or offensive user names; and
- . Comply with legal obligations including intellectual property rights and copyright law.

MODERATION

- . The Council regularly reviews content on social media platforms;
- . If a post breaches the Guidelines, it will be removed. The Council will not edit posts to remove objectionable content;
- . Posts will not be moderated before they appear. If the Council becomes aware of a published post that breaches the Guidelines, the post will be removed by the moderator;
- . The Council will not contact you directly if you post a comment that is removed by the moderator. Comments posted on the Council's moderation will be removed. The Council will not enter into dialogue about moderation;
- . The Council reserves the right to remove any overtly political posts or URL links to political websites or other social media platforms;
- . Posts in languages other than English will be removed. Content of posts should be accessible to as many people as possible; and
- . Posts that are irrelevant to the subject, overly long (in excess of 1000 words), contains irrelevant or long URL links or appear to contain code will be removed.

PARTICIPATION

- . The Council's social media platforms have been created to engage the community in communication on matters of mutual interest. The Council encourages people to post polite and relevant comments on social media platforms. Please be pleasant and respectful of the opinions and beliefs of others;
- . The Council's social media platforms do not provide a forum for customer service or delivery complaints. Customer service or delivery complaints should be made by contacting the Council in person, by email, telephone or mail;
- . Workplace members of the Council may contribute to the conversations on social media platforms under their own names or use pseudonyms. Their posts, comments or opinions do not represent the official position of the Council and should be considered the product of each individual as member of the public;
- . Representatives of the Council will identify themselves and the information they post is current at the time of publication. The Council's workplace members should be aware of the Council's Social Media Acceptable Use Policy – September 2018;
- . All posts made by members of the public on Council's social media platforms express the views and opinions of the author and not the Council. The Council does not endorse, approve or promote any comments by the public appearing on its social media platforms; and

- . The Council will not be held legally responsible for the comments posted on its social media platforms. With the exception of material posted by third parties, the Council owns or has the rights to the intellectual property of social media posts.

The Guidelines assist the Council to create a welcoming space for intelligent discussion, and participants are encouraged to assist by notifying us of potential problems and helping each other to keep conversations inviting and appropriate. If you spot something problematic on our social media platforms, please report it. If you wish to report a breach of the Guidelines or wish to reproduce an entire post, a picture or a logo please email admin@centralcoast.tas.gov.au.

From time to time, the Council will update the Guidelines. If this document is a printed copy, please download the electronic version available from the Council's website to ensure it is the current issue.