

# CENTRAL DARLING SHIRE COUNCIL

CONSTITUTED 1 MAY 1889  
ABN: 49 061 501 439

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PLEASE ADDRESS ALL  
CORRESPONDENCE TO:  
THE GENERAL MANAGER  
PO BOX 149  
WILCANNIA NSW 2836



PHONE: (08) 8083 8000  
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COUNCIL CHAMBERS  
21 RED STREET  
WILCANNIA NSW 2836

## DIGITAL (WEB AND SOCIAL MEDIA) POLICY

### 1. PREAMBLE

With the decline in mainstream media in rural Australia, the use of digital platforms for communication by local government has grown.

Australians are among the most prolific users of social media in the world, and expectations are growing on councils to engage, work openly, be more accountable and be agile.

The development of a digital footprint, providing communication and customer service, represents opportunities to achieve real value by engaging residents, listening more and harnessing local energy.

Digital services can:

- Increase residents' access to Council
- Increase Council's access to residents and improve the accessibility of Council communication
- Allow Council to be more active in its relationship with residents, partners and other stakeholders
- Increase the level of trust in Council
- Reach targeted audiences on specific issues, events and programs
- Provide effective, fast communication channels during crises
- Provide insights into how council is perceived

### 2. POLICY OBJECTIVE

2.1 To provide a policy position in the development, management and use of all digital services, identified as Council's website, social media and electronic newsletters including all platforms deemed appropriate by Council over the course of the Policy.

2.2 To outline the responsibilities of all Council representatives, including officers, volunteers, consultants and contractors when referencing Council activities in a digital environment.

### 3. POLICY SCOPE

This Policy applies to Councillors (Administrator), Council officers, volunteers, consultants and contractors.

### 4. POLICY STATEMENT

4.1 Authorised Users using digital services must:

- Only disclose publicly available information, or information intended to be made publicly available at the time of disclosure.
- Publish copyright or trademark material only with permission from the copyright/trademark holder.
- Ensure that information posted on accounts they oversee is not illegal, libellous, discriminatory, defamatory, abusive or obscene.
- Maintain compliance with the Model Code of Conduct, and all other relevant Council policies when publishing content.
- Ensure parental consent has been obtained before posting an image of a minor, except where the minor's identity cannot be determined by a viewer.
- Respond to genuine enquires within the timeframe outlined in the Customer Service Strategy where possible.

Adopted 20 May 2021 Minute Number: 10.05.21

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- Only engage in public conversation where relevant and appropriate.
- Not release CCTV footage without authorisation from the General Manager.
- Not communicate on behalf of the Mayor or Councillors, or Administrator (as applicable) without authorisation from the General Manager.

4.2 Council representatives must not use personal accounts in a manner that is likely to bring Council or its representatives into disrepute or allude to or disclose Council information that is not already public. All users of social media should be aware that they are subject to compliance with this policy and with defamation, harassment, and online safety laws.

4.3 Council representatives includes elected officials, employees (full-time, part-time and casual), contractors or anyone who represents Council in a professional setting.

## 5. IMPLEMENTATION

### 5.1. Roles and Responsibilities

The following Council officers are responsible for the implementation of this policy:

- General Manager
- Community Engagement Officer
- Any user as authorised by the General Manager

### 5.2. Associated Documents

The following policies associate with the Digital (Web and Social Media) Policy

- Central Darling Shire Council Model Code of Conduct 2018
- Central Darling Shire Council Code of Meeting Practice
- Central Darling Shire Council Community Engagement Policy
- Central Darling Shire Council Records Management Policy
- Central Darling Shire Council Privacy Management Policy

## 6. REVIEW

Review of this policy will incorporate relevant legislation, documentation released from relevant state agencies, and best practice guidelines and will occur every two years. If there are changes to legislative or statutory requirements in the intervening period, a review will be conducted.

## 7. LEGISLATIVE AND LEGAL FRAMEWORK

This policy is to be read in conjunction with the following:

- *Anti-Discrimination Act 1977*
- *Archives Act 1983*
- *Children and Young Persons (Care and Protection) Act 199*
- *Copyright Act 1968*
- *Copyright Amendment Act 2006*
- *Copyright Amendment (Disability Access and Other Measures) Act 2017*
- *Defamation Act 2005*
- *Local Government Act 1993*
- *Privacy Act 1988*
- *Privacy and Personal Information Protection Act 1998*
- *State Records Act 1998*