



WHYALLA CITY COUNCIL

WHYALLA

Whyalla City Council Social Media Policy – Council Members	
Type	Governance Discretionary – Council
GDS Category	Governance - Public
Responsible Officer	Manager Media and Communications
Policy Adopted	March 2026
Review Period	2 yearly
Last Reviewed	N/A
Next Review Date	March 2028
Policy Version Number	2
Applicable Legislation	• Local Government Act 1999
Related Documents	• Whyalla City Council Social Media Guidelines • Council Member Behaviour Management Policy • Council Member Behaviour Support Policy
Public Consultation Required	No
Purpose	Outline the acceptable use of social media platforms

1. Introduction

Social media allows individuals and groups with common interests to connect, share and consume information, thoughts and ideas. It also allows them to share their thoughts, feelings and ideas with various organisations (and vice-versa).

As a contemporary organisation, Whyalla City Council ('Council') recognises the opportunities that modern platforms such as social media provide to engage in meaningful, two-way communication with the broader community. This can complement and enhance existing communication, customer service and consultation methods, and further improve access to, and delivery of, key services.

Council also recognises the value of social media to the organisation provided through networking, recruitment, professional development, employee engagement, collaboration and innovation.

2. Policy Objective

This policy aims to:

- Promote effective and productive community engagement through social media
- Provide guidance about the appropriate use of social media platforms
- Reduce the likelihood of miscommunication or inappropriate communications
- Help Council manage new challenges associated with social media, such as speed and immediacy, record keeping, privacy and security
- Provide overarching direction for Council's Social Media Guidelines

3. Scope and Responsibilities

This policy applies specifically to Council Members. This includes their personal accounts should they comment about Council or where reference is made to Council Members, staff, policies, services, suppliers (or other stakeholders) or Council-related issues.

The policy is applicable to any social media sites and platforms in the online environment. This includes – but is not limited to – social networking, blogging / micro-blogging, multimedia sharing, media, wikis, forums and discussion boards. This policy captures any and all current and future platforms that may emerge.

4. Policy Statement – Use of Social Media by Council Members

All representation of Council – including responses to comments / queries which could be reasonably deemed to be on behalf of Council on any social media platform – can only be made via Council's approved / official social media accounts. These accounts can only be administered by those Council roles authorised to do so (as per Appendix C of Council's Social Media Guidelines).

Council Members are not permitted to comment on behalf of Council via their personal or professional accounts. If they are commenting on any Council-related matters, these comments must be clearly identified as their own personal opinions / views. They must not disparage Council, Councillors, employees or contractors etc. If Council Members have information that they deem could be useful in responding to social media queries / comments (related to their role within Council), they should pass this on to the Chief Executive Officer. In consultation with the Mayor and the Media and Communications Team, the CEO will determine whether an official response on Council's behalf is required. Council Members may also share any information or responses that have already been published by Council on any of its official digital sites (website, social accounts, My Local Services etc).

At all times, use of social media by Council Members should be carried out in a professional manner, in accordance with relevant policies and legislation, and consistent with Council's values. In this regard, particular reference is made to Section 5 of Council's adopted Behavioural Support Policy.

5. Legislative and Policy Framework

Council Members are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies.

This policy should be read in conjunction with other relevant policies and procedures of Council including the Council Member's Behaviour Management Policy and Behavioural Support Policy.

6. Monitoring of Usage

Council reserves the right, for legal compliance purposes, to monitor social media usage on its systems without advance notice and consistent with any applicable state, federal or international laws.

Council will actively monitor social media for relevant contributions that impact on the Council, its operations and reputation, and remove, where possible, content that violates this policy or any associated policies.

7. Authority

Authorised by Council