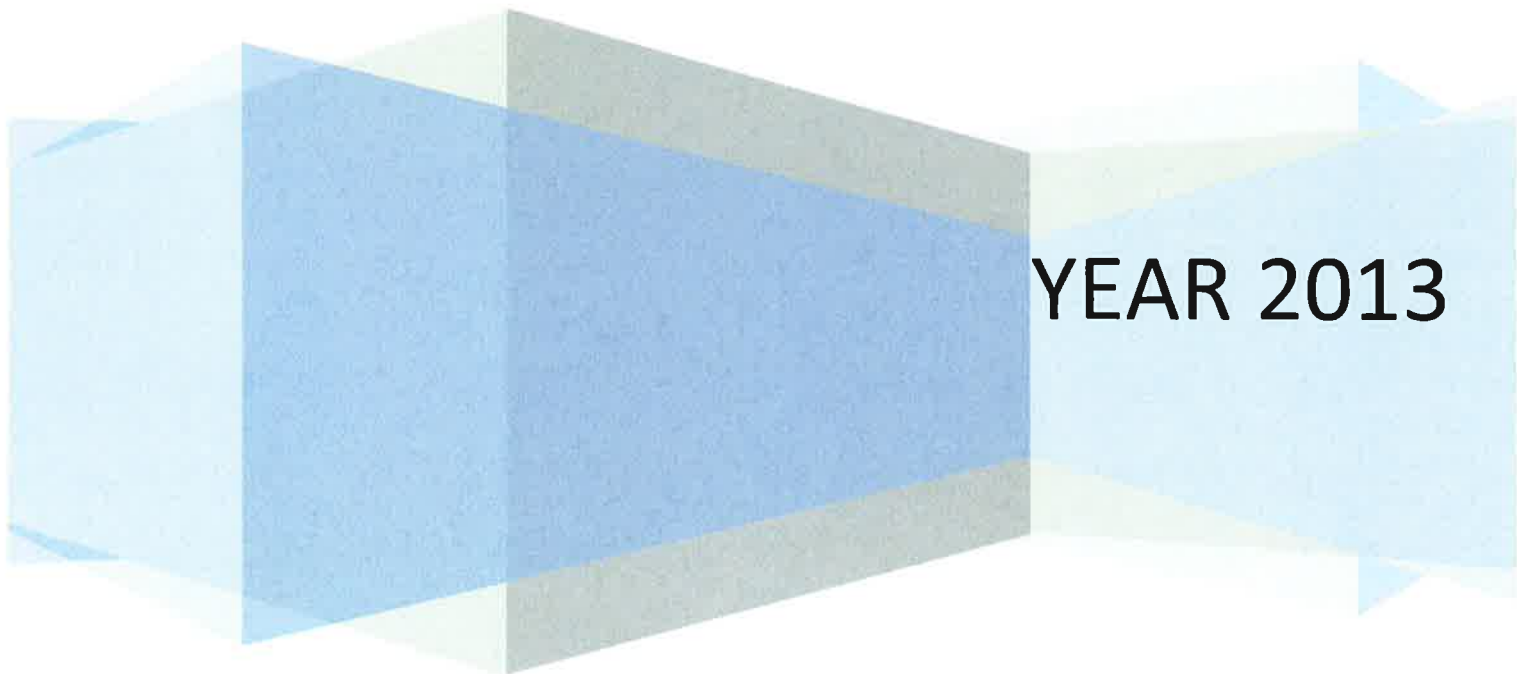


NHULUNBUY CORPORATION LIMITED

**SOCIAL MEDIA POLICY**

**POL-029-SOCMEDIA**



## SCOPE

This policy outlines what is expected of staff in relation to using social media in order to protect the reputation and legitimate interests of the Corporation.

The aim of the policy is to build an understanding of what is appropriate and productive use of social media, to minimise miscommunication and prevent misuse of social media tools that will undermine the Corporation's brand.

In describing appropriate activity the policy recognises that staff may use social media in a private capacity or a work capacity, either during work time or personal time, using the Corporation's property or personal property.

## WHAT IS SOCIAL MEDIA AND WHY DO WE USE IT?

Social media is a collection of internet based tools which facilitate conversations. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio. Social media can take many different forms, including internet forums, weblogs, wikis, podcasts, pictures and video. Examples of social media applications are Facebook, YouTube, Flickr, and Twitter.

Social media is now strongly embedded in Australian culture as a personal tool for networking and communication and is increasingly being used as a core component of marketing and communications strategies by governments and businesses.

## KEY PRINCIPLES

1. Social media will be used as a communication tool and to facilitate professional development and online collaboration. Social media will not be the driver for building a communications strategy, but rather a tactic applied.
2. Information disseminated through social media will be accurate, authorised and aligned with the Corporation's strategies, policies and decisions.
3. Use of social media will always follow clear identification of objectives and the right tools to meet those objectives.
4. Private information will be protected and copyright, privacy and other applicable laws will be taken into account when interacting with social media.
5. The use of social media is a personal responsibility regardless of whether it is authorised or individual, in or out of work.
6. In developing, posting and responding to content, staff will uphold the values of the Corporation by acting with honesty, integrity, courtesy and professionalism and will not be discriminatory, defamatory, harassing or encourage law breaking.
7. All employees are responsible for being familiar with this policy.

## LINKS TO OTHER POLICIES

Using social media is not without risks and challenges and this policy aims to address some areas of concern such as inappropriate use and resourcing. Some other issues are best covered in other policies and those related policies are outlined here:

- Policy 018 – Privacy Policy
- Policy 019 – Harassment Policy
- Policy 021 – Code of Conduct

## CORPORATE USE OF SOCIAL MEDIA

### Authorised officers

Staff members intending to use social media to communicate about Corporation activities or policy should ensure appropriate authorisation as per the responsibilities / delegations table below. All staff should register their social media account / tools / site being **used for corporate activity** with the Town Administrator.

### Responsibilities / Delegations

Town Administrator	<ul style="list-style-type: none"> <li>• Should ensure responsibilities / delegations in relation to Social Media are clearly defined</li> <li>• Should approve use of Corporation branding</li> <li>• Should ensure compliance with social media provider conditions</li> <li>• Should act as the spokesperson on operational issues or issues of fact</li> </ul>
All staff	<ul style="list-style-type: none"> <li>• Should have approval for use from Town Administrator</li> <li>• Must comply with conditions of use</li> <li>• A person authorised to comment on behalf of the Corporation may be limited to particular topic or specific types of social media or both</li> <li>• Comment only on topics within your area of expertise and authority and unless otherwise authorised comment only on matters which are operational or routine in their own area of responsibility</li> </ul>

### Content

The Corporation has a clearly established and disseminated plan as to who will write and post content, who will approve / moderate incoming content, and who will respond to negative and positive posts (and how). Corporate content will only be posted by authorised officers as outlined above.

When communicating on behalf of the Corporation, staff must identify their relationship with the Corporation by stating their name and position.

Uploaded content will only disclose on information which is classified as suitable for the public domain.

The Town Administrator will ensure the information posted is accurate and not misleading in any way.

In developing, posting and responding to content, authorised officers will:

- Uphold the values of the Corporation by acting with honesty, integrity, courtesy and professionalism
- Ensure that all relevant legislation has been complied with and that there is adherence to Corporation codes, policies and procedures
- Avoid political bias
- Act in a timely manner and
- Take steps to avoid real or potential conflicts of interest

When developing or posting content, authorised officers must NOT:

- Use abusive, profane or sexually explicit language
- Undertake commercial solicitations or transactions
- Use copyright or ownership protected materials without appropriate approvals
- Be discriminatory, defamatory, or encourage law breaking
- Compromise the Corporation, its staff or system safety
- Spam or
- Air personal campaigns

### **Content removal**

The Corporation reserves the right to remove certain content such as illegal or offensive material. Material that is reasonably critical of the Corporation will not be deleted.

The Corporation will always state why a post or content was removed regardless of who posted.

### **Monitoring / moderating / responding**

As a minimum requirement, the Corporation will monitor social media content and exchanges at least daily (Monday to Friday) and establish whether:

- Comments need replies or removal
- Current content is factual, accurate and up-to-date
- Posts are relevant
- New information needs uploading

The Corporation will make use of digital monitoring tools whenever available as part of their evaluation of social media activities.

### **Access**

Staff members who are authorised to post comments on behalf of the Corporation must do so from the administrative profiles set up for the Nhulunbuy Corporation.

Those accounts are:

- Nhulunbuy Corporation Facebook page
- Linked In

### **Branding**

The brand is the corporate identity of the Corporation and can take many forms (name, sign, symbol, colour combination, slogan). A clear brand is an essential tool in online communications.

### **Engagement**

Social media tools may be used for community engagement as appropriate. Consideration will first be given to what the desired outcome is, the resources available and relevance of social media tools.

Use of Social Media for engagement will be supported by a project plan or business case which clearly articulates how the process will be managed.

## Copyright

Material which is copyrighted (applications, audio, video, graphics, images, photographs, publications) will not be used unless prior written consent is obtained from the creator or copyright owner and the original author or source of the material is acknowledged.

Authorised officers will be diligent in their consideration of brand, copyright, fair use and trademarks.

## Website

Information provided through social media will be replicated on the Corporation's website.

## Risks

A risk analysis with related mitigation strategies will be undertaken for each new planned aspect of social media use. Such analysis will consider things like lack of followers, blurring of professional and personal communications, online activism and negative comments, expectation of instant responses, breaches of law or codes of conduct, unauthorised posts.

The liabilities section of this policy covers off on some specific risks but legal advice should be sought where appropriate.

In considering how to proceed, the Corporation will give detailed consideration as to:

- The protection of privacy and the confidentiality of Corporation and client information
- Preventing disclosure of corporate information outside that which is authorised or publically available
- How the Corporation's intellectual property and copyright will be protected
- The terms of service for nominated social media sites
- How the Corporation will respond to orchestrated campaigns by skilled social media users
- The level of response for issues raised by people outside the town lease

## MISUSE OF CORPORATE SOCIAL MEDIA

### Prohibited or offensive activities

Staff must not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or infringes copyright.

Staff must not establish fictitious names or identities deliberately intended to deceive, mislead or lie.

Staff must not bring the Corporation's integrity into disrepute, or harm the operations or reputation of the Corporation.

Staff must separate personal opinions from professional ones.

Staff must avoid the use of business email addresses for personal social media logins.

## Personal use of social media

The Corporation will not require staff to hand over credentials to a personal social media account. However, personal use must comply with this policy.

## In work time

The Corporation supports the use of social media for professional purposes such as communicating with fellow employees or professional colleagues, acquiring or sharing information, and use for educational or professional development activities.

Incidental use of social media during work time is permissible provided use of equipment and consumption of space on network is kept to a minimum and does not compromise, pre-empt or impact adversely upon Corporation business. Such use should not interfere with productivity, effectiveness and legitimate work activities and the time spent on personal use must be kept to minimum. Excessive use will not be tolerated.

The Corporation will provide notice if monitoring of social media usage is to be introduced.

## Making comments about the Corporation

In using social media for personal communication, staff must not purport to represent the Corporation. It is permissible to mention where you work provided the website is appropriate for people of all ages – e.g. not a gambling or adult website, but you must make it clear you don't speak on behalf of the Corporation.

Staff can post public information about the Corporation – that is information which can be found on the Corporation's website. They may also join and participate in official Corporation social media sites.

In using social media for personal communications, staff must not:

- Damage the reputation of the Corporation
- Use the Corporation's intellectual property or copyrighted materials
- Disclose sensitive or confidential information or
- Post offensive or defamatory comments – particularly about the Corporation or staff members

Consideration should be given to the following:

- Could what you are doing harm the reputation of the Nhulunbuy Corporation?
- Are you disclosing Corporation material that you are not authorised to disclose?
- Have you made it clear to others when your contribution is as a private individual, not an employee of the Corporation?
- Are you willing to defend your post to your Manager?
- Would you be comfortable saying it to a stranger at a bus stop or posting it on a public shop window?
- Are you behaving with integrity, respect and accountability?

## Breach of policy penalties

Staff must comply fully with the policy at all times. If you are not sure if an activity complies, speak to your manager or the Town Administrator. Non-compliance is a serious matter and appropriate

action will be taken. Nothing in this policy should be interpreted as diminishing or attempting an employee's right to engage in lawful industrial activities.

**LEGAL ISSUES / LIABILITIES**

**Defamation / offensive / obscene**

Social media can appear to blur private and public spheres but activities on social media websites should be considered public activities. Despite the availability of privacy functions on social media websites, the possibility exists for content to be shared beyond intended recipients. Additionally it should be noted that the terms and conditions of use for most social media sites state that all content becomes the property of the site on which it is posted.

Online content is essentially permanent and should NEVER be considered private.

Use of offensive, obscene or defamatory content may breach a number of Federal and State Laws. For example:

- Defamation Act 2006 (Northern Territory)
- Commonwealth Criminal Code Act 1995 – offences related to telecommunications for example Section 474.17 deals with using a carriage service to menace, harass or cause offence

Staff members will not post offensive, obscene or defamatory content.

**Privacy / confidentiality**


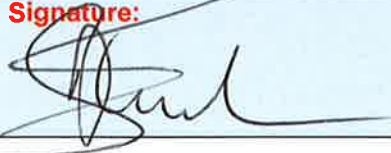
In using social media, staff will be cognisant of requirements under the Personal Information Protection Act 2004.

Personal and sensitive information cannot be published without permission of the person to which that information belongs.

Staff will not disclose confidential corporation information, including but not limited to matters relating to closed meetings of the Corporation.

**Security risks**

Staff will be cognisant of security risks to the Corporation through the use of social media. Staff will also give consideration to security risks in relation to content development and uploading, recognising that while one small fact alone might not form a security risk collectively all posted information can form part of a jigsaw puzzle that can be used against the interests of the Corporation.

<b>Dated:</b> 2/8/13	<b>Director's Name (Print Name):</b> STAVOE; Leon	<b>Signature:</b> 
<b>Town Administrator – Dr Ross Theodom</b>		<b>Signature:</b> 

## Appendix 1

### Social media platforms

<p><b>Social Networking</b>          Users can upload content that is used to connect, communicate and share with others, building online communities with shared interests</p>	<p><b>Facebook</b>          Popular free site that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.</p>
	<p><b>Linked In</b>          This site is geared towards companies and industry professionals looking to make new business</p>