

nhulunbuy corporation



EXTERNAL COMMUNICATIONS (MEDIA) POLICY - CO15

Title	External Communication (Media) Policy
Policy number	CO15
Type	Community
Owner	Chief Executive Officer
Responsible Officer	Chief Executive Officer
Approval date	September 2022
Next review date	September 2024

1. Purpose

How the Nhulunbuy Corporation and its operations are portrayed in the media has a direct impact on its reputation, and that of any associated entities or contractors of the Nhulunbuy Corporation. It is in the Nhulunbuy Corporation's interests that its media engagement is carefully and sensitively managed,

The aim of this policy is to set out how the Nhulunbuy Corporation will engage with the external media.

2. Scope

This policy applies to all Nhulunbuy Corporation employees, its contractors, consultants and volunteers, the Town Board, and the Nhulunbuy Corporation's Board of Directors.

3. Definitions

Nhulunbuy Corporation means the Nhulunbuy Corporation Limited, ABN 57 009 596 598.

CEO means Chief Executive Officer of the Nhulunbuy Corporation

Media includes all print, digital and social media.

Examples of print and digital media include metropolitan and regional television, radio, and print publications, (including newspapers, trade magazines, etc) and web- based media (websites, wire services, blogs, newsletters, research groups).

Social Media includes Facebook, Twitter, LinkedIn or other social media platforms.

4. Who May Speak to the Media on behalf of the Nhulunbuy Corporation

Only those designated by the CEO are authorised to speak to the media without the prior approval of the CEO.

Any Nhulunbuy Corporation employee or contracted staff who communicates with the media about the Nhulunbuy Corporation's internal operations or other business interests (on or off the record) without prior approval from the CEO is in breach of the Nhulunbuy Corporation's Code of Conduct and may be subject to disciplinary action. This prohibition includes comments on social media sites such as Twitter or Facebook.

The following person are authorised to speak to the media on matters concerning the Nhulunbuy Corporation:

- Manager Corporate Services.
- Manager Community Development.
- Animal Management and Compliance Officer (restricted Facebook posts on matters pertaining to animal management on the Town and Industrial Leases).

5. Speeches and Presentations

As an exception, if a Nhulunbuy Corporation employee or a contracted member of staff is invited to by any organisation to deliver a speech or presentation at an external conference, industry, or social event, or similar, on matters in which the Nhulunbuy Corporation or RTA has a role, responsibility, or interest, is to seek the prior permission of the CEO to address the event. The CEO may set conditions on the matters which may be covered in any particular address, including caveats as to publication.

6. Media Enquires

Employees of the Nhulunbuy Corporation or its subcontracted entities and individuals approached by any media for public comment should immediately refer the media spokesperson to the CEO.

7. Filming and Photography

Media are not permitted to record or take photos in any Nhulunbuy Corporation's offices, work sites, or operations, unless it is organised in advance and approved by the CEO of the Nhulunbuy Corporation.

Any filming or photography requests must be made directly to the Nhulunbuy Corporation's CEO.

8. Social Media

For the Nhulunbuy Corporation, social media offers an opportunity to build engagement with our stakeholders and the wider community. It is instantaneous. It helps in the dissemination of messages quickly through the community. However, we must be aware that wrong messages can also spread as quickly.

Employees and contractors of the Nhulunbuy Corporation are all potential advocates of the Nhulunbuy Corporation. What you post can have consequences for you and the Nhulunbuy Corporation. If people know, or think you work for the Nhulunbuy Corporation, what you say or do could have an effect on your reputation, and the reputation of the Nhulunbuy Corporation and the RTA.

The Nhulunbuy Corporation monitors social media content in the public domain that relates to its business interests, activities, and operations

9. Nhulunbuy Corporation's Facebook Page

Nhulunbuy Corporation utilises Facebook as part of its suite of external communication tools to engage with the Nhulunbuy community on social, regulatory, and related matters directly affecting the community. All posts and comments made by the Nhulunbuy Corporation on its Facebook page are considered to represent the business of the Nhulunbuy Corporation.

The Nhulunbuy Corporation's Facebook page is managed by the CEO, the Manager Community Development, and the CEO's Executive Assistant.

Only the approved personnel within the Nhulunbuy Corporation are to represent the official business of the Nhulunbuy Corporation on its social media channels.

Employees and contractors of the Nhulunbuy Corporation who engage with the Nhulunbuy Corporation Facebook Page by sharing comments, information or photographs on the must clearly understand that their contributions must not breach their obligation of confidentiality and fidelity in their role as an employee or contractor of the Nhulunbuy Corporation. Such posts must not disclose any information concerning the internal business or activities of the Nhulunbuy Corporation.

As the publisher of a Facebook Page, the Nhulunbuy Corporation monitors the site to ensure material posted on its Share Pages is not defamatory or scandalous. The Nhulunbuy Corporation will not publish any post that offends public morality and family values.

If you post any matter as a private citizen on the Nhulunbuy's Facebook Page:

- You must not make any comment about official Nhulunbuy Corporation's or RTA's internal business, operations, or activities, unless specifically invited by the Nhulunbuy Corporation (e.g: for a survey) You must protect the Nhulunbuy Corporation's confidential information. Ask yourself if the information you are posting is already in the public domain and if not, assume the information is confidential unless you confirm otherwise.
- Do not make any public criticism the Nhulunbuy Corporation of the RTA.
- Respect the opinions of others and make responses factual, not personal, or emotional
- Respect the privacy of colleagues, customers, partners, and communities. Do not identify individuals or give information about them on social media unless you have their consent.

10. Related Corporate Documents

- Code of Conduct
- Information, Communication, Technology use Policy (HR17)

11. Review process

This policy will be reviewed two years from the date of adoption.

Date 03 November 2022	Director (Name) Andres Hoffman	Signature <i>Andres Hoffman</i>
Chief Executive Officer (Name) Max Duncan		Signature <i>Maxwell Duncan</i>

Appendix A - Communications

Delegations Table

Public Relations		
Function	Amount And/or Qualification (Where Applicable)	Delegated Authority
Approve the use of NC's name or logo by parties external to NC.	<i>For all of Organisation</i>	CEO
Release public or media statements	<i>For all of organisation (on strategic issues and positions held)</i>	1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Delegate specific media responses	<i>For all staff.</i>	CEO
Request public statements, media contact and comments on strategic issues.	<i>For all of Boards</i>	1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Respond to operational letters of non-contentious nature.	<i>For all staff</i>	Managers & Middle Managers
Respond to contentious issues	<i>For all staff</i>	1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Establish official NC social network pages	<i>For all Staff & Boards</i>	CEO
Establish NC Social Network sub pages	<i>For all Staff & Boards</i>	CEO
Approve / unapprove administration rights for all official NC social network pages	<i>For all staff</i>	CEO
Authority to 'like' pages, share, establish applications, and respond/post approved council statements that may be of a contentious nature within alias of 'NC' on all approved official social networking sites.	<i>For all Staff</i>	CEO & Managers
Post, respond, establish events on official NC pages in a noncontentious manner within the alias of 'NC'.	<i>For all Staff</i>	CEO & Managers
Post / re-post localised warnings and emergency management advice on NC social media sites.	<i>For all Staff</i>	CEO & Managers

Function	Amount And/or Qualification (Where Applicable)	Delegated Authority
Establish adverts and broadcasts with social media sites.	<i>For all Staff</i>	CEO & Managers
Post content on non-NC Pages under NC avatar.	<i>For all Staff</i>	CEO & Managers
Post content on personal Pages under alias of NC.	<i>For all Staff</i>	CEO & Managers
Post content for operational programs or events of a noncontentious nature on NC Social Media Pages as own person.	<i>For all Staff & Boards</i>	All Staff & Boards
Share or repost content as own person on own page.	<i>For all Staff & Boards</i>	All Staff & Boards
Delete/spam/report/block posts, content and images that breach NC Social Media House Rules and/or NC Code of Conduct.	<i>For all Staff & Boards</i>	CEO & Managers
Request public statements, media contact and media releases.	<i>For all</i>	<ol style="list-style-type: none"> 1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Speak on behalf of Council and comment on items before Boards or of a contentious or political nature.	<i>For all</i>	<ol style="list-style-type: none"> 1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Speak to media regarding to localised events and issues as own person.	<i>For all</i>	Elected Members
Request media contact and media releases for operational matters not before Boards and of a non-contentious nature for example proactive media such as Good News, Features & Events.	<i>For all</i>	CEO
Approve spokespeople for media relations and comments for operational matters not before Boards and of a non-contentious nature.	<i>For all Staff</i>	CEO & Managers
Speak on behalf of NC and comment on items before Boards, Committees or of a contentious or political nature upon close of nominations of a forthcoming Town Board Elections.	<i>For all</i>	CEO Chairperson

Public Relations - Branding				
Function	Amount	And/or	Qualification	Delegated Authority
Approve the use of NC name or logo by parties external to NC.	<i>For all of organisation</i>			CEO
Approve the use of official NC corporate templates by parties external to NC. For example letterheads, fax.	<i>For all of organisation</i>			CEO
Approve branding & design of NC publications, collateral and marketing material.	<i>For all</i>			CEO
Approve the use of external logos alongside NC logo & brand	<i>For all</i>			CEO
Change or amend the NC Logo	<i>For all</i>			CEO & Board of Directors
Public Relations – Official Correspondence				
Function	Amount	And/or	Qualification	Delegated Authority
Respond to operational letters of non-contentious nature	<i>For all staff</i>			Managers & Middle Managers
Respond to ministerial, political and contentious issues	<i>For all</i>			<ol style="list-style-type: none"> 1. Chairperson 2. Deputy Chairperson 3. Chief Executive Officer
Public Relations – Agendas & Minutes				
Function	Amount	And/or	Qualification	Delegated Authority
Approval of final agenda for submission to the BOD	<i>For the organisation</i>			CEO
Approval of draft BOD Minutes	<i>For Council meetings</i>			CEO and/or Chairperson
Approval of draft Town Board Minutes	<i>For all local authority meetings</i>			CEO
Complaints – Complaints & Grievances				
Function	Amount	And/or	Qualification	Delegated Authority
Ensure appropriate and timely resolution of a complaint	<i>For service staff</i>			CEO, Managers & Middle Managers
	<i>For other staff</i>			CEO Direct Reports
	<i>For CEO Direct Reports</i>			CEO

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	<i>For CEO</i>	Chairperson
Consult with NC's external advisors, on complaint matters.	<i>For all staff</i>	CEO, and CEO Direct Reports
	<i>For CEO Direct Reports</i>	CEO
Procure mediation and/or expertise services.	<i>For all staff (within divisional budget)</i>	CEO & Managers
	<i>For CEO Direct Reports</i>	CEO
	<i>For CEO</i>	Chairperson