



Tiwi Islands Regional Council

Title: Social Media Policy
Policy No: 70
Adopted By: Council
Responsibility: Chief Executive Office

Version	Decision Number	Adoption Date	History
1	Resolution 40	29 May 2024	Original document

For the purposes of this policy:

Policy Scope

This policy outlines the expectations and requirements of Tiwi Islands Regional Council (Council) employees and elected members with regard to social media and its use.

Contractors employed to deliver work on behalf of the Council are also subject to this policy.

Policy Aim

This policy aims to clearly outline acceptable and unacceptable use of social media, to ensure the Council is appropriately represented on social media, to protect the Council's reputation and to prevent misuse.

Social Media Use at Tiwi Islands Regional Council

Authorised Officers

The CEO can delegate authority to an appropriate officer to manage the Council's social media account. This authorisation can be removed at any time at the discretion of the CEO and automatically ceases at termination of employment at the Council.

Operating an Official Tiwi Islands Regional Council Social Media Account

1. All official Council communications on social media must be approved by the CEO before posting to social media.
2. The CEO's approval of a post will be subject to the following considerations:
 - a. Is the content accurate?
 - b. Does the post uphold the Council's values?



Tiwi Islands Regional Council

- c. Is the post culturally and socially sensitive?
- d. Does the post adhere to relevant Council policies and regulations (such as Privacy laws)?
3. Posts on an official Council social media account must be monitored for defamatory and other inappropriate comments so they can be deleted.
4. All social media posts must be recorded.

Misuse of an Official Tiwi Islands Regional Council Social Media Account

Authorised officers operating an official Council social media account must not:

1. Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or in breach of copyright.
2. Bring the Council's integrity or reputation into disrepute.

Instances of misuse of an official Council social media account must be recorded and reported to the CEO for investigation.

Employees and Elected Members (Private Use)

Employees and Elected Members may have a personal social media account but must adhere to the Council's Codes of Conduct.

Personal social media accounts may not be used to bring the Council into disrepute by:

1. Posting or responding to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or in breach of copyright.
2. Establishing fake accounts or identities online.

Personal social media accounts may not be used by Employees for work related purposes.

This includes such as:

1. Sharing information or making announcements on behalf of the Council.
2. Responding to comments, feedback or questions about Council communications.
3. Providing, correcting or distributing details about a Council event.
4. Using your position as an employee of Council to share confidential, sensitive or private information.

Elected Members may wish to operate a personal social media account to facilitate conversations online with ratepayers and community members. Elected Members may not use their social media accounts to:

1. Speak on behalf of Council.
2. Comment publicly on agenda items prior to a Council resolution, or to discuss any information that has been provided to Council behind closed doors or in a closed briefing.
3. Breach privacy or confidentiality.



Tiwi Islands Regional Council

Online bullying, trolling and/or harassment which may be related to an official Council social media account or which is associated with an online discussion about Council should not spill over into an employee's personal social media account. Employees who are contacted about their work on their private social media account should not respond, and alert the relevant authorised officer operating the official Council social media account.

Employees or Elected Members who fall victim to online bullying, trolling and/or harassment must report this to the CEO for investigation.

Breach of Policy Penalties

Breach of this policy will result in disciplinary action.