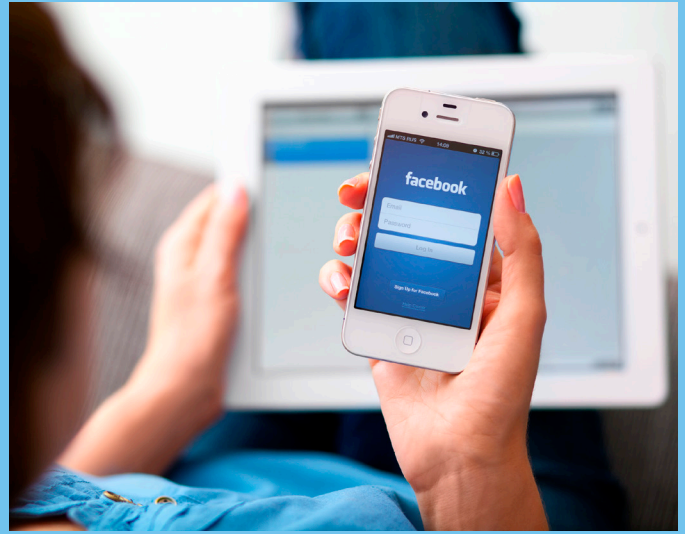


SOCIAL MEDIA

Social Media Guidelines



Redland City Council promotes the responsible use of social media by our employees.

These social media guidelines educate employees about using social media so they feel empowered to participate, while being mindful of their responsibilities and obligations under our Employee Code of Conduct and Values.

What is social media?

Social media is a group of online applications such as social networking sites, forums, wikis, blogs, microblogs, video, photo and audio sharing sites that allow people to publish, share and discuss content.

What use is covered by these guidelines?

Our social media guidelines apply to:

- Official use of Redland City Council's social media accounts by authorised staff.
- Professional use of social media for networking and development (e.g. LinkedIn, blogging about an area of expertise).
- Personal use of social media where you are identifiable as a Redland City Council employee.



REDLAND CITY COUNCIL

FRIEND
REQUEST

LINK



BLOG

PROFILE
BOOKMARKING

POST

VIRAL

RT

#

STATUS



Like



Our 10 rules for social media use

1. Know and follow relevant policies including the Code of Conduct

2. Make sure that your personal online activities don't interfere with your job performance

3. Be careful when mixing work and personal lives

4. Consider what you say, before you say it

5. Be transparent

6. Use discretion

7. If you make a mistake when posting, admit and correct it

8. Play fair: be polite, be considerate

9. It's a conversation, so be human

10. Write what you know about

REDLAND CITY COUNCIL

NETWORK



Tweet

WIKI

SOCIAL MEDIA

More info on the ten rules...

1. Know and follow relevant policies including the Code of Conduct

Section 3.2.3.iv in the Code of Conduct states "Employees must not use social media in a way that would bring Council into disrepute, imply council endorsement of personal views, engage in online arguments or disclose confidential information".

Instances where we may have reasonable grounds for disciplinary action against an employee include social media posts that:

- harm or damage our reputation and business interests
- disclose confidential information to others outside Council
- harass or bully work colleagues
- disparage or unreasonably criticise customers or stakeholders
- Are so harsh or extreme in their criticism of the Council and our policies that they raise questions about your capacity to work professionally, efficiently or impartially.
- Are so strong in their criticism of the Council's administration that it could seriously disrupt the workplace.
- Are a gratuitous personal attack connected with your employment.
- Compromise public confidence in Council or local government.

For further information please contact
Communication, Engagement & Tourism

2. Make sure that your personal online activities don't interfere with your job performance

Social media provides excellent opportunities for professional networking, ideas exchange and customer feedback.

If you have social media access at work, be mindful of personal time spent on social media sites.

3. Be careful when mixing work and personal lives

The lines between personal and professional lives are blurred in online social networks.

Do you really need to add your employment details to personal social media accounts such as Facebook? Your role with Redland City Council creates an association between what you say online and the council itself.

Represent us well and be sure that the content you publish is consistent with your work and our professional standards.

4. Consider what you say, before you say it

If you're uncertain about something, don't publish! Your digital footprint will be around for a long time.

Who are you sharing updates with? Regularly check your privacy settings.

Always think: Would I be happy if my manager or my family saw this post? Would I be happy if it appeared on the front page of the newspaper?

Always check your facts, spelling and grammar - your credibility is at stake.

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STATUS

5. Be transparent

If you are identifiable as an employee of Redland City Council, your comments should be apolitical, impartial and professional.

If you are publishing authorised content related to your work or about a council issue (for example, to clarify an issue or situation or provide general information) identify yourself as a council employee.

If you wish to make your own unauthorised views on a topic, make it clear that these are your own views.

6. Use discretion

Always seek permission before publishing information that isn't already in the public domain.

Do not make commitments or engage in activities on behalf of Redland City Council unless you are authorised to do so.

7. If you make a mistake when posting, admit and correct it

We all make mistakes. When you make a mistake in a post, be quick to admit and correct it, indicating the change you've made. E.g.:

- Weinam Creek PDA Open House tonight at Redland Bay Community Hall from 5pm-7pm. Come down and give us your views!
- Correction to the last tweet, the Weinam Creek PDA Open House starts at 4.30pm, not 5pm

If the error is more serious and could lead to legal action, contact our legal team for advice.

For further information please contact Communication, Engagement & Tourism

8. Play fair: be polite, be considerate

Don't be afraid to be yourself but do so respectfully. Use a polite and considerate tone and respect other's point of view. Avoid crossing the line from healthy debate into attack.

9. It's a conversation, so be human

Share your thoughts and opinions in a personable way.

Listen to what people are saying, avoid lecturing, produce content that's open-ended and invites response.

Actively encourage people to submit comments.

Be plain-speaking, informal but respectful, empathetic, friendly, positive, concise and honest.

10. Write about what you know

With professional use of social media (blogging, LinkedIn) make sure you produce content about your areas of expertise as they relate to the activities of the council.

If you are responding to a question that falls outside your area of expertise, state this, adding that you will seek advice from the appropriate area within council to develop a response.



REDLAND CITY COUNCIL

NETWORK



Tweet

WIKI