

# **ATTACHMENTS**



## **FINANCE & POLICY COMMITTEE MEETING AGENDA**

**THURSDAY 12 MARCH 2015**

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## **~ REFERENCE TO ATTACHMENTS ~**

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### **PART A – ACTION**

Report 1A – Adoption of Council’s Social Media Policy ..... 13-22

### **PART B – INFORMATION**

Report 2B – Rates Reconciliation Report as at 28 February 2015 ..... 23-24

# COBAR SHIRE COUNCIL



## **Social Media Policy**

*FILE: P5-98*

*Responsible Officer: Special Projects Officer*

## **PURPOSE**

The purpose of this policy is to provide a position in respect to the expectations of Council Officers and elected members when engaging in social media in both an official and personal capacity.

## **SCOPE**

This policy outlines what is expected of elected members and Council officers in relation to using social media so as to protect the reputation and legitimate interests of Council.

## **OBJECTIVE**

Cobar Shire Council is strongly committed to improving customer service and communication with the community. Council recognises that social media tools enable Council to engage in real time with local residents, business owners and visitors. The use of social media continues to expand rapidly and is well used by our community. It is an effective and inexpensive way to disseminate information. Social media will be used by Council to update the community of Council projects and Council and community events and news.

## **DEFINITIONS**

Social media is the term used for internet based tools for sharing and discussing information among people and communities. It refers to user-generated information, opinion and other content shared and discussed over open digital networks, including blogs, video and photo pasting sites, social networks and forums. It may include, but is not limited to:

- Social networking sites – eg Facebook, Myspace, LinkedIn, Google+
- Video and photo sharing websites – eg Flickr, YouTube, Pinterest, Instagram
- Blogs, including corporate blogs and personal blogs – eg Blogspot, Wordpress
- Micro-blogging – eg Twitter
- Forums, discussion boards and groups – eg Google Groups, Whirlpool
- Email and instant messaging.

## **RESPONSIBILITIES**

The Code of Conduct sets out the standards of behaviour expected of Cobar Shire Council staff. The Code of Conduct applies when participating in social media in the same way as when participating in any other media, public forum or engagement with the community. The Code of Conduct applies to staff and Councillors when participating in social media for official and private use.

## **OFFICIAL AND PRIVATE USE**

Whether using social media for official or private purposes, employees and Councillors are reminded that comments will often be permanently available and able to be reproduced in other media. For the purposes of this guidance, the definition of official and private use is as follows:

**Official Use:** Using social media tools when acting as an official representative of Cobar Shire Council.

**Private Use:** Using social media tools in a personal, private capacity.

All staff will seek the permission of the General Manager prior to establishing a social media site on behalf of Council. An administrator(s) for each site shall be nominated and only these people will post.

Council recognises that staff and Councillors may wish to use social media in a personal capacity. A Councillor or member of staff is personally responsible for content they publish on any form of social media. They should take measures to ensure their personal comments cannot be mistaken for the official view of Council or impact on other staff members performing their role for Council. Councillors and employees should not use personal accounts to make adverse comments about the Council or its programs, services, projects, Elected Officials, employees, or decisions.

Non-compliance with the Social Media Policy by Council representatives will be managed through the relevant Code of Conduct and disciplinary systems.

## **MAKING PUBLIC COMMENT**

A minimal number of staff should have access to updating Council's social media pages to ensure consistent standards are maintained. Approved site authors can post material on behalf of Council and those authors include staff from the Cobar Youth and Fitness Centre, the Cobar Shire and TAFE library, tourism staff and senior staff. When making public comment, staff should:

- Only post information that is genuinely expected to be of interest to followers.
- Acknowledge and respond to enquiries within 24 hours (Monday to Friday) where possible.
- Provide accurate, fair and thorough information.
- Ensure that any personal comments do not compromise their capacity to perform their public role in an unbiased manner.
- Ensure they do not express personal opinions.
- Ensure information is not illegal, libellous, discriminatory, defamatory or abusive.
- Not release any CCTV footage onto social media without the permission of the General Manager.

Whether using social media for official use, or in a private capacity, staff must not do anything that may adversely affect their standing as a public official or which could bring themselves or Cobar Shire Council into disrepute. The nature of social media increases the risk of reputational damage through private activities such as posting images, information or links, disclosing personal information or engaging in a heated debate or argument.

## **WORK RESOURCES**

Staff must comply with Council policies regarding private use of work resources, when engaging in social media. Those policies will have regard to not only the efficient and effective use of public resources, but also the risks associated with their use for private purposes.

## MONITORING SOCIAL MEDIA

The Executive Assistant to the General Manager and Mayor will monitor content posted on all official social media outlets to ensure adherence to this policy for appropriate use, message and consistency in branding.

Council accepts that social media is a two-way flow of information and comment and that content may not always be complimentary. Where the criticism has valid grounds, a response will be provided by Council.

Due to the nature of social media it is difficult to keep official records of all posts and comments. Where topical information is sought or inappropriate content is published, details should be placed into Council's Record Management System.

### Amendment List

No.	Date Adopted	Date Commenced	Date Reviewed
1			

# COBAR SHIRE COUNCIL



## Social Media Policy Guidelines

*FILE: P5-98*

*Responsible Officer: Special Projects Officer*

# Rules and Guidelines for the Administration of the Cobar Shire Council Facebook Page and the Festival of the Miners Ghost Facebook Page

***These guidelines should be read in conjunction with Council's Social Media Policy.***

These guidelines will be reviewed in six months.

## **Approved Administrators:**

Michelle Maidens (Human Resources Officer)

Stephen Poulter (Acting Director Planning and Environmental Services/Manager Planning and Environmental Services)

Angela Shepherd (Special Projects Officer)

The person responsible for monitoring and responding to posts on the page from the public will be the Human Resources Officer.

## **Postings:**

Initially the Cobar Shire Council Facebook page will not allow postings from external parties. This can easily be changed in the future. Initially, the page has been established as information sharing to the community. It is clear on the page how residents can provide feedback and requests to Council through email.

The Festival of the Miners Ghost Facebook page will allow cross postings and Council aims to respond to posts and messages within 24 hours. If obtaining a full answer cannot be achieved within this time period, an acknowledgement of the posting will be made along with a commitment to follow up the post within an appropriate defined time period.

## **Aims of the Cobar Shire Council Facebook page:**

- Promote council events
- Photos and updates of council events/projects
- Public Notices/Exhibitions
- Provide a forum for the community to inform Cobar Shire Council of concerns
- Positive feedback from the community
- Lost dogs and rehome dogs
- Emergency Information
- Public meetings
- Positions Vacant

## **Aims of the Festival of the Miners Ghost Facebook page:**

- To promote the Festival to locals and tourists
- To promote the activities and ways to be involved
- To encourage locals to be involved on the organising committee.



**What is not appropriate to be posted on the Cobar Shire Council and Festival of the Miners Ghost Facebook pages and will be removed:**

- Defamatory, abusive, offensive, discriminatory or unlawful comments
- Spam
- Any personal comments made about council staff or councillors
- Copyright breaches
- Posts relating to legal matters involving council
- Posts that disclose information that is confidential

If any staff wish to put up a post on the Facebook page it must be emailed to the Human Resources Officer to provide a consistent and positive message on the page.

Regularly post a reminder to Facebook users that any complaints should be directed to Councils office on 02 6836 5888.

**Rules:**

Remember your words will be archived and available for many years into the future. Readers in the future may be potential employers, clients family or friends. Think about what you write!

Be responsible for what you write.

Do not share Cobar Shire Council Intellectual property.

Protect the site through appropriate use of unguessable passwords.

Do not click unsolicited links. These often conceal malware, spyware, phishing or other software used by scammers.

Do not reveal sensitive personal information such as birthdays, children's or partner's names etc.

Ensure good records management practices are in place.

## Rules and Guidelines for the Administration of the Cobar Youth and Fitness Centre Facebook Page

***These guidelines should be read in conjunction with Council's Social Media Policy.***

### **Approved Administrator:**

Narelle Kriz (Manager Youth and Fitness Centre- MYFC). The MYFC will be the person responsible for monitoring and responding to posts on the page from the public.

Council aims to respond to posts and messages within 24 hours. If obtaining a full answer cannot be achieved within this time period, an acknowledgement of the posting will be made along with a commitment to follow up the post within an appropriate defined time period.

### **Aim of the Cobar Youth and Fitness Centre Facebook page:**

- Promote activities, facilities and sporting competitions at the Youth and Fitness Centre
- Photos and updates of Centre events/projects
- Increase use of the Centre and interest in the Centre
- Provide a forum for the community to offer suggestions or feedback on the Centre and activities
- Interact and work with the youth of Cobar

### **What is not appropriate to be posted on the Cobar Youth and Fitness Centre Facebook page and will be removed:**

- Defamatory, abusive, offensive, discriminatory or unlawful comments
- Spam
- Any personal comments made about council staff or councillors
- Copyright breaches
- Posts relating to legal matters involving council
- Posts that disclose information that is confidential

If any staff wish to put up a post on the Facebook page it must be emailed to the Manager Youth and Fitness Centre to provide a consistent and positive message on the page.

If postings are made in relation to broader Council activities, the site Administrator will direct the posting to the Human Resources Officer.

### **Rules**

Remember your words will be archived and available for many years into the future. Readers in the future may be potential employers, clients family or friends. Think about what you write!

Be responsible for what you write.

Do not share Cobar Shire Council Intellectual property.

Protect the site through appropriate use of unguessable passwords.

Do not click unsolicited links. These often conceal malware, spyware, phishing or other software used by scammers.

Do not reveal sensitive personal information such as birthdays, children's or partner's names etc.

Ensure good records management practices are in place.

# Rules and Guidelines for the Administration of the Cobar Shire Council and TAFE Library Facebook Page

*These guidelines should be read in conjunction with Council's Social Media Policy.*

## **Approved Administrator:**

Jane Siermans (Manager Library Services - MLS). The MLS will be the person responsible for monitoring and responding to posts on the page from the public.

Council aims to respond to posts and messages within 24 hours. If obtaining a full answer cannot be achieved within this time period, an acknowledgement of the posting will be made along with a commitment to follow up the post within an appropriate defined time period.

## **Aim of the Cobar Shire and TAFE Facebook page:**

- Promote activities, services and facilities available at the Library
- Photos and updates of Library events/projects
- Increase use of the Library and knowledge of the services available at the Library
- Provide a forum for the community to offer suggestions or feedback on the Library and activities and services provided there.

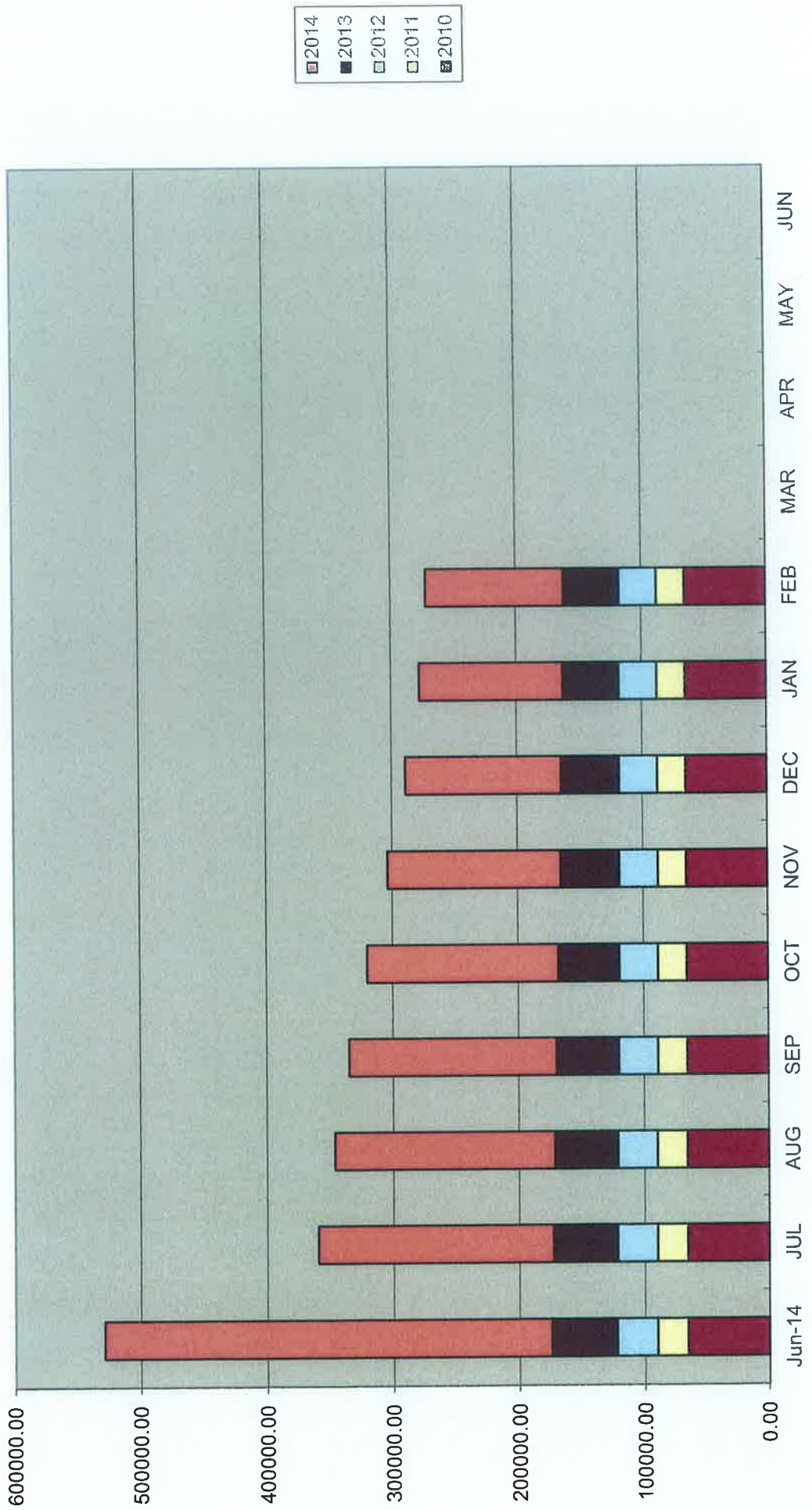
## **What is not appropriate to be posted on the Cobar Shire and TAFE Facebook page and will be removed:**

- Defamatory, abusive, offensive, discriminatory or unlawful comments
- Spam
- Any personal comments made about council staff or councillors
- Copyright breaches
- Posts relating to legal matters involving council
- Posts that disclose information that is confidential

If any staff wish to put up a post on the Facebook page it must be emailed to the Manager Library Services to provide a consistent and positive message on the page.

If postings are made in relation to broader Council activities, the site Administrator will direct the posting to the Human Resources Officer.

**Rate Arrears 2014-2015**  
**General Rates, Water Access, Sewer, Domestic Waste, Interest & Legal Costs**



**Total Rates Outstanding**  
**General Rates, Water Access, Water Usage, Sewer Access, Domestic Waste, Legal Costs, Interest**

