

Elected Members Communications and Social Media

Policy Objective

This policy establishes protocols for the Shire of Broome's official communications with our community to ensure the Shire is professionally and accurately represented and to maximise a positive public perception of the Shire.

Policy Scope

This policy applies to:

1. Communications initiated or responded to by the Shire of Broome with our community;
2. Elected Members when making comment in either their Shire of Broome role or in a personal capacity.

Policy Statement

Official Communications

The purposes of the Shire of Broome's official communications include:

- Sharing information required by law to be publicly available.
- Sharing information that is of interest and benefit to the Community.
- Promoting Shire of Broome events and services.
- Promoting Public Notices and community consultation / engagement opportunities.
- Answering questions and responding to requests for information relevant to the role of the Shire of Broome.
- Receiving and responding to community feedback, ideas, comments, compliments and complaints.

The Shire of Broome's official communications will be consistent with relevant legislation, policies, standards and the positions adopted by the Council. Our communications will always be respectful and professional.

The Shire of Broome will use a combination of different communication modes to suit the type of information to be communicated and the requirements of the community or specific audience, including:

- Website;
- Advertising and promotional materials;

- Media releases prepared to promote specific Shire of Broome projects and positions;
- Social media including Facebook, LinkedIn, Instagram and YouTube;
- Community newsletters, letter drops and other modes of communications undertaken by the Shire of Broome's Administration at the discretion of the CEO;
- Electronic Direct Marketing including email newsletters sent to subscriber lists.

Speaking on Behalf of the Shire of Broome

The Shire President is the official spokesperson for the Shire of Broome and may represent the Shire in official communications, including; speeches, comment, print, electronic and social media. *[s.2.8(1)(d) of the Local Government Act 1995]*

Where the Shire President is unavailable, the Deputy Shire President may act as the spokesperson. *[s.2.9 and s.5.34 of the Local Government Act 1995]*

The CEO may speak on behalf of the Shire of Broome, where authorised to do so by the Shire President. *[s.5.41(f) of the Local Government Act 1995]*

The provisions of the *Local Government Act 1995* essentially direct that only the Shire President, or the CEO if authorised, may speak on behalf of the Local Government. It is respectful and courteous to the office of Shire President to refrain from commenting publicly, particularly on recent decisions or contemporary issues, until such time as the Shire President has had opportunity to speak on behalf of the Shire.

Communications by Elected Members, whether undertaken in an authorised official capacity or as a personal communication, must not:

- bring the Shire of Broome into disrepute,
- compromise the person's effectiveness in their role with the Shire of Broome,
- imply the Shire of Broome's endorsement of personal views, or
- disclose, without authorisation, confidential information.

Social media accounts or unsecured website forums must not be used to transact meetings which relate to the official business of the Shire of Broome.

Elected member communications must comply with the Shire of Broome Code of Conduct for Council Members, Committee Members and Candidates.

Responding to Media Enquiries

All enquiries from the Media for an official Shire of Broome comment, whether made to an individual Elected Member or Employee, must be directed to the Marketing and Communications Coordinator authorised by the CEO. Information will be coordinated to support the Shire President or CEO (where authorised) to make an official response on behalf of the Shire of Broome.

Elected members may make comments to the media in a personal capacity – refer to clause 7.1 below.

Website

The Shire of Broome maintains an official website as our community's online resource to access to the Shire's official communications, information and to undertake a range of functions. Websites are also maintained for Shire facilities and projects.

Social Media

The Shire of Broome uses social media to facilitate interactive information sharing and to provide responsive feedback to our community. Social media will not however, be used by the Shire to communicate or respond to matters that are complex or relate to a person's or entity's private affairs.

The Shire of Broome maintains the following social media accounts:

- Social networks, including - Facebook and LinkedIn;
- Media Sharing networks, including – Instagram and YouTube;
- Additionally, social media accounts are maintained for a range of Shire facilities and specific projects.

The Shire of Broome may also post, share and contribute to social media hosted by others, so as to ensure that the Shire's strategic objectives are appropriately represented and promoted.

The Shire of Broome actively seeks ideas, questions and feedback from our community. However, we expect participants to behave in a respectful manner. The Shire of Broome will moderate its social media accounts to address and where necessary delete content which is deemed as:

- Offensive, abusive, defamatory, objectionable, inaccurate, false or misleading;
- Promotional, soliciting or commercial in nature;
- Unlawful or incites others to break the law;
- Information which may compromise individual or community safety or security;
- Repetitive material copied and pasted or duplicated;
- Content that promotes or opposes any person campaigning for election to the Council, appointment to official office, or any ballot;
- Content that violates intellectual property rights or the legal ownership of interests or another party; and
- Any other inappropriate content or comments at the discretion of the Shire of Broome.

Where a third-party contributor to a Shire of Broome social media account is identified as posting content which is deleted in accordance with the above, the Shire may at its complete discretion block that contributor for a specific period of time or permanently.

5.1 Shire President Social Media Official Accounts

The Shire of Broome supports the Shire President in using official social media account/s to assist the Shire President in fulfilling their role under section 2.8 of the *Local Government Act*, to speak on behalf of the Local Government. The content will be administered and moderated in accordance with this policy.

These official Shire of Broome accounts must not be used by the Shire President for personal communications.

5.2 Use of Social Media in Emergency Management and Response

The Shire of Broome will use social media channels where possible to communicate and advise our community regarding Emergency Management.

Record Keeping and Freedom of Information

Official communications undertaken on behalf of the Shire of Broome, including on the Shire's Social Media accounts and third-party social media accounts must be created and retained as local government records in accordance with the Shire of Broome's Record Keeping Plan and the *State Records Act 2000*. These records are also subject to the *Freedom of Information Act 1992*.

Personal Communications

Personal communications and statements made privately in conversation, written, recorded email or posted in personal social media have the potential to be made public, whether it was intended to be made public or not.

Therefore, on the basis that personal or private communications may be shared or become public at some point in the future, Elected Members must ensure that their personal or private communications do not breach the requirements of this policy and the Shire of Broome Code of Conduct for Council Members, Committee Members and Candidates.

7.1 Elected Member Statements on Shire of Broome Matters

An Elected Member may choose to make a personal statement publicly on a matter related to the business of the Shire of Broome.

Any public statement made by an Elected Member, whether made in a personal capacity or in their Local Government representative capacity, must:

1. Clearly state that the comment or content is a personal view only, which does not necessarily represent the views of the Shire of Broome.
2. Be made with reasonable care and diligence.
3. Be lawful, including avoiding contravention of; copyright, defamation, discrimination, or harassment laws.
4. Be factually correct.
5. Avoid damage to the reputation of the local government.
6. Not reflect adversely on a decision of the Council.
7. Not reflect adversely on the character or actions of another Elected Member or Employee.
8. Maintain a respectful and positive tone and not use offensive or objectionable expressions in reference to any Elected Member, Employee or community member.

An Elected Member who is approached by the media for a personal statement may request the assistance of the CEO.

Comments that become public and breach this policy or the Shire of Broome Code of Conduct for Council Members, Committee Members of Candidates, may constitute a serious breach of the *Local Government Act 1995* and may be referred for investigation.

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