

* <b>POLICY NUMBER:</b>	<b>4.24</b>
* <b>TITLE:</b>	<b>Appropriate use of Electronic Media by Employees</b>
* <b>ADOPTED BY:</b>	<b>Executive</b>
* <b>DATE ADOPTED:</b>	<b>May 2012</b>

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## **1 Objective**

- 1.1 To ensure the appropriate use of electronic media.
- 1.2 To protect the reputation of Council , its representatives, contractors and employees from inappropriate use of electronic media

## **2 Definitions**

- 2.1 Electronic media refers to any application in electronic format such as; mobile phones, email, blogs, social media or any electronic application that allows users to post or leave comments, materials or files for sharing. Social media sites include, but are not limited to, sites such as Facebook, Twitter, LinkedIn, Wikipedia, Bebo, You Tube, Flickr, Friendster and My Space.

## **3 Policy**

- 3.1 Postings in electronic media format about Council or its representatives or employees must be in accordance with Council policies, procedures and Code of Conduct.
- 3.2 Unless authorised to do so employees must not post or re-post comments or material representing Council in any media form without prior approval from the relevant Director or the Manager Public Relations and Marketing.
- 3.3 An employee's personal posting in any electronic media form must not be able to be construed as representing the views of Council.
- 3.4 An employee's posting in any electronic media, whether private or Council owned or managed must not bully, harass or vilify another employee, Councillor, or representative of Council.
- 3.5 Employees must be mindful that as a Council employee they may be identifiable in any media forum and should ensure the nature of their communication will not bring Council or any of its representatives into disrepute.
- 3.6 Employees must not use electronic media to disparage Council, Councillors, other employees, contractors, residents or anyone associated with Council.
- 3.7 Any breach of this policy may result in disciplinary action. Serious breaches may lead to summary termination of employment.

\* **Cross References to other Policies/Documents:**

1.2 Confidentiality  
6.2 Internet and Email Policy  
6.4 Security and the use of Council Computer Equipment  
6.5 Telecommunications Policy  
6.6 Telephone Usage procedure  
6.7 Information Privacy Policy  
6.10 Social Media Policy  
4.14 Harassment, Discrimination and Vilification  
4.10 Discipline Policy  
Staff Code of Conduct  
Rules of the Road  
Health Privacy Act

\* **Responsible Officer(s):** Human Resources