



POLICY NO. CP 5.4.47

POLICY STATEMENT: COMMUNICATIONS AND USE OF SOCIAL MEDIA BY ELECTED MEMBERS

PURPOSE: To establish protocols for communications and the use of social media by Elected Members.

POLICY

1. Scope

This policy applies to Elected Members when making comments in either their role as a Councillor or in a personal capacity.

2. Principles applying to the use of social media by Elected Members

Communications by Elected Members via social media, whether undertaken in an official capacity or as personal communication, must not:

- a. bring the City into disrepute
- b. compromise the person's effectiveness in their role as a Councillor;
- c. imply the City's endorsement of personal views; or
- d. disclose, without authorisation, confidential information.

3. Statements by Elected Members on City Matters

3.1 The City's official communications will be consistent with relevant legislation, policies and standards, and the position adopted by Council.

3.2 Elected Members may choose to make a personal statement on a matter related to the business of the City via social media.

3.3 Any public statement made by a Councillor, whether made in a personal capacity or in their capacity as a Councillor, must:

- a. Clearly state that the comment or content is a personal view only and does not necessarily represent the views of the City and/or Council;
- b. Be factually correct;
- c. Avoid damage to the reputation of the local government;
- d. Not reflect adversely on a decision of the Council;
- e. Not reflect adversely on the character or actions of another Councillor or Employee;
- f. Maintain a respectful and positive tone and not use offensive or objectionable expressions in reference to any Councillor, Employee or community member.



4. Personal Communications

Communications posted on personal social media accounts have the potential to be made public, whether it was intended to be made public or not.

Elected Members must ensure that their personal or private communications do not breach the requirements of this policy, the Code of Conduct for Council Members, Committee Members and Candidates and the Local Government (Model Code of Conduct) Regulations 2021.

5. Use of Images

When posting images of other people on their social media pages, Councillors should ensure they have the consent, preferably in writing, of those people. In the case of minors, Councillors should ensure they have signed written consent from the child's parent or guardian prior to posting any images.

6. Record Keeping

Communications relating to matters affecting the City undertaken by Elected Members via social media accounts must be created and retained as local government records in accordance with the City's Record Keeping Plan and the State Records Act 2000. These records are also subject to the Freedom of Information Act 1992.

GOVERNANCE REFERENCES

Statutory Compliance	Local Government Act 1995, s2.8, 2.9 and 2.10 State Records Act 2000 Local Government (Model Code of Conduct) Regulations 2021
Industry Compliance	Office of the Australian Privacy Commissioner – Australian Privacy Principles
Organisational Compliance	Code of Conduct for Council Members, Committee Members and Candidates Council Policy – 5.4.33 Risk Management Council Policy – CP 5.4.38 City of Gosnells Crest, Corporate Branding and Logos
Process Links	N/A

POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Business Services		Director Business Services		9397 3000	
Risk Rating	Low	Review Cycle	Triennial	Next Due:	2026
Version	Decision Reference	Synopsis			
1.	OCM 143/25/06/2019	New policy adopted			
2.	OCM 96/18/04/2023	Reviewed and amended.			