

General Council Meeting

Meeting of the Central Highlands Regional Council held
in the **Council Chambers, 65 Egerton Street, Emerald**
on

Tuesday, 11 September 2018
Commenced at 2.30pm

COUNCIL MINUTES

CENTRAL HIGHLANDS REGIONAL COUNCIL

GENERAL MEETING OF COUNCIL

TUESDAY 11 SEPTEMBER 2018

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MINUTES – GENERAL COUNCIL MEETING
HELD AT 2.30PM TUESDAY 11 SEPTEMBER 2018 IN THE CENTRAL HIGHLANDS REGIONAL
COUNCIL CHAMBERS, EMERALD OFFICE

PRESENT

Councillors

Councillor (Crs) K. Hayes (Mayor),
Councillors (Crs) C. Brimblecombe, M. Daniels, A. McIndoe, G. Nixon, C. Rolfe and G. Sypher

Officers

Chief Executive Officer S. Mason, General Manager Communities D. Fletcher, General Manager Corporate Services J. Bradshaw, General Manager Infrastructure and Utilities G. Joubert, General Manager Customer and Commercial Services M. Webster, Coordinator Communications A. Ferris, Minute Secretary M. Wills

APOLOGIES

Councillor (Crs) G. Godwin-Smith (Deputy Mayor) and P. Bell AM

Resolution:

Cr McIndoe moved and seconded by Cr Daniels “That a leave of absence as previously granted for Councillors Godwin-Smith and Bell for today’s meeting be recorded.”

2018 / 09 / 11 / 001

Carried (7-0)

Opening Prayer

Father Raj Kodavatikanti from the Saint Patrick’s Catholic Church delivered the opening prayer.

CONFIRMATION OF MINUTES OF PREVIOUS MEETING

General Council Meeting: 28 August 2018

Resolution:

Cr Brimblecombe moved and seconded by Cr McIndoe “That the minutes of the previous General Council Meeting held on 28 August 2018 be confirmed.”

Motion was not put.

LEAVE OF ABSENCE

Resolution:

Cr Daniels moved and seconded by Cr Sypher “That a leave of absence be granted for Cr Nixon for the meeting of 25 September 2018.”

2018 / 09 / 11 / 002

Carried (7-0)

CONFIRMATION OF MINUTES OF PREVIOUS MEETING

General Council Meeting: 28 August 2018

Resolution:

Cr Brimblecombe moved and seconded by Cr McIndoe “That the minutes of the previous General Council Meeting held on 28 August 2018 be confirmed.”

2018 / 09 / 11 / 003

Carried (7-0)

Business Arising Out Of Minutes

Nil

Outstanding Meeting Actions

Nil

Review of Upcoming Agenda Items

Nil

MATERIAL PERSONAL INTEREST, CONFLICT OF INTEREST, PERSONAL GIFTS AND BENEFITS

Nil

PETITIONS (IF ANY)

Nil

COMMUNITIES

Adoption of Social Media Policy

Executive summary:

The *Central Highlands Regional Council Social Media Policy* defines council's principles and use of social media as a communication and community engagement channel.

The policy has been reviewed to ensure it is relevant to current social media use by council.

The review included a restructure of the policy to encompass the fundamental rules of social media use by employees and councillors.

It now refers to a set of social media use procedures that can be reviewed and adjusted frequently to align with the current trends of the ever-changing online environment.

Resolution:

Cr McIndoe moved and seconded by Cr Brimblecombe "That Central Highlands Regional Council adopt the *Central Highlands Regional Council Social Media Policy*.

And further, that Central Highlands Regional Council endorse the *Central Highlands Regional Council Use of Social Media Procedures*."

2018 / 09 / 11 / 004

Carried (7-0)

Adoption of Media Relations Policy

Executive summary:

The *Central Highlands Regional Council Media Relations Policy* defines roles and responsibilities within the council for media relations. It applies to all print, film and electronic media and does not limit councillors from undertaking media relations. It does not address social media, which is covered in a separate policy.

The existing policy, effective January 2016, was subject to an annual review and minor amendments and additions have been made, including required approval from delegated spokespersons other than the primary spokesperson and increasing the review interval from one to four years.

Resolution:

Cr Sypher moved and seconded by Cr Rolfe “That Central Highlands Regional Council adopt the *Central Highlands Regional Council Media Relations Policy*.”

2018 / 09 / 11 / 005

Carried (7-0)

Continuation of Nogoia November

Executive summary:

Nogoia November proved to be a successful community event held in 2017 and it is recommended that this event be run as an annual event. It is further recommended that the event be hosted in collaboration with the Central Highlands Regional Resources Use Planning Cooperative Limited (CHRRUP) to expand on the event last year and help incorporate the 30th anniversary celebrations of the Emerald Botanical Gardens.

Resolution:

Cr Daniels moved and seconded by Cr Brimblecombe “That Central Highlands Regional Council approve the development of Nogoia November activities in collaboration with the Central Highlands Regional Resources Use Planning Cooperative Limited and approve budget of \$25,000 to hold the events.”

2018 / 09 / 11 / 006

Carried (7-0)

Attendance

Senior Planner R. Tait attended the meeting at 3.08pm

Development Application Update for August 2018

Executive summary:

The purpose of this report is to provide the monthly update on development activities currently before Council for assessment and decision within the Planning Team. This report is intended to inform Councillors regarding decisions made during the past month as well as give an overview of the current applications lodged with Council. Should the need arise, time can be scheduled to discuss specific applications offline with the Manager of Planning and Environment and the Assessment Manager.

A demonstration on TRACK will be provided to highlight a development application to take Councillors through the information available on this program.

Resolution:

Cr McIndoe moved and seconded by Cr Nixon “That Central Highlands Regional Council receive this report.”

2018 / 09 / 11 / 007

Carried (7-0)

Attendance

Senior Planner R. Tait left the meeting at 3.15pm

CORPORATE SERVICES

Report of Audit Committee Meeting - 20 August 2018

Executive summary:

The draft unaudited general-purpose financial statements for the year ended 30 June 2018 have been completed in preparation for the final audit. These draft statements were considered by the Central Highlands Regional Council Audit Committee at its meeting held on Monday 20 August 2018 and it was recommended that the statements be approved to be presented to the External Auditors for audit.

Resolution:

Cr Nixon moved and seconded by Cr Rolfe “That Central Highlands Regional Council receive the minutes of the Audit Committee held on 20 August 2018 and adopt the conclusion and recommendation to forward the unaudited Financial Statements for Central Highlands Regional Council for the 2017/2018 financial year to the Auditors.”

2018 / 09 / 11 / 008

Carried (7-0)

CUSTOMER AND COMMERCIAL SERVICES

Christmas / New Year Office Closure

Executive summary:

Council has traditionally closed its offices and libraries during the Christmas and New Year period. In Tieri, the Transaction Centre close down period has previously been supported to be in line with the mine closure period.

This report seeks Council’s determination regarding the close down period for 2018 / 2019.

Resolution:

Cr Sypher moved and seconded by Cr Daniels “That Central Highlands Regional Council:

1. Close all offices for the period from 5pm 21 December 2018 up to and including Tuesday 1 January 2019 and reopen on Wednesday 2 January 2019; and

with the appropriate public notice and telephone answering service to be provided ensuring residents and customers have an avenue for any emergent matters to be attended to.”

2018 / 09 / 11 / 009

Carried (7-0)

CENTRAL HIGHLANDS DEVELOPMENT CORPORATION

Central Highlands Development Corporation - Service Level Agreement 2018 - 2020

Executive summary:

The 2015-2018 Service Level Agreement (SLA) between the Central Highlands Regional Council and Central Highlands Development Corporation Ltd (CHDC) is due for renewal as of 1 July 2018. The SLA responds to services to be supplied for identified categories of the CHRC 2017/2018 Operational Plan, Key

Priority 3: Supporting Our Local Economy. The CHDC 2018/19 Operational Plan SLA Schedule B, to be read in conjunction with the Draft Service Level Agreement 2018-19 are both provided as Attachments.

Resolution:

Cr Sypher moved and seconded by Cr Brimblecombe “That Central Highlands Regional Council accept the Central Highlands Development Corporation Service Level Agreement 2018-2021.”

2018 / 09 / 11 / 010

Carried (7-0)

Attendance

Acting General Manager Central Highlands Regional Council S. McMaster attended the meeting at 3.21pm

DEPARTMENTAL UPDATES

Central Highlands Development Corporation

Executive summary:

The following report provides an update on key activities for the Central Highlands Development Corporation.

- ❖ Senate Enquiry Australian Parliamentary Committee on Industry, Innovation, Science and Resources Inquiry at Rockhampton 29/8/18

Resolution:

Cr Rolfe moved and seconded by Cr Brimblecombe “That Central Highlands Regional Council receive the Central Highlands Development Corporation departmental update for August 2018 report.”

2018 / 09 / 11 / 011

Carried (7-0)

Attendance

Acting General Manager Central Highlands Regional Council S. McMaster left the meeting at 3.25pm

Corporate Services

Executive summary:

The following report provides an update on key activities for the Corporate Services department.

- ❖ Local Government Remuneration and Discipline Tribunal – 2018 remuneration review program

Resolution:

Cr Nixon moved and seconded by Cr Daniels “That Central Highlands Regional Council receive the Corporate Services departmental update report.

2018 / 09 / 11 / 012

Carried (7-0)

LATE AGENDA ITEMS

Minutes of Meeting – Finance and Infrastructure Standing Committee Meeting 11 September 2018, Communities Standing Committee Meeting: 11 September 2018 and Leadership and Governance Standing Committee Meeting: 11 September 2018

Resolution:

Cr Brimblecombe moved and seconded by Cr Sypher “That the minutes of the

1. Finance and Infrastructure Standing Committee Meeting held on 11 September 2018;
2. Communities Standing Committee Meeting held on 11 September 2018; and
3. Leadership and Governance Standing Committee Meeting held on 11 September 2018

be confirmed.”

2018 / 09 / 11 / 013

Carried (7-0)

GENERAL BUSINESS

(Verbal matters raised by Councillors either as a question, acknowledgement and or additional follow-up by officers)

Cr Sypher

- Requested an update on the street numbering project in Capella and which town would be next. *CEO Scott Mason advised that an information report will be provided at the next meeting.*

Cr Hayes

- Advised that the recent Senate Committee Meeting for inequality in Australia heard the localities and postcode issue raised by the Western Queensland Local Government Association. Cr Jane McNamara from Flinders Shire Council advised that her Council had been successful with their request for a change in postcode for one of their townships and Cr Hayes said that he will follow up further with Senator Amanda Stoker.

CLOSED SESSION

Into Closed Session

Resolution:

Cr Rolfe moved and seconded by Cr Daniels “That Council close its meeting to the public in accordance with Section 275 (1) (h) of the Local Government Regulation 2012 and that Council staff involved in the closed discussions remain in the room.”

2018 / 09 / 11 / 014

Carried (7-0)

The meeting was closed at 3.33pm

Attendance

General Manager Community Services D. Fletcher, General Manager Corporate Services J. Bradshaw, General Manager Infrastructure and Utilities G. Joubert, Coordinator Communications A. Ferris left the meeting at 3.33pm

Springsure Banking Facility

Attendance

General Manager Customer and Commercial Services M. Webster left the meeting at 3.45pm
General Manager Infrastructure and Utilities G. Joubert and Manager Infrastructure J. Hoolihan attended the meeting at 3.45pm

Codenwarra Gravel Sale

Out of Closed Session

Resolution:

Cr Brimblecombe moved and seconded by Cr Daniels “That the meeting now be re-opened to the public.”

2018 / 09 / 11 / 015

Carried (7-0)

The meeting was opened at 4.17pm

Attendance

Manager Infrastructure J. Hoolihan left the meeting at 4.17pm

Springsure Banking Facility

Executive summary:

With the closure of ANZ banking facilities within the Springsure township, alternative banking arrangements for the town have been investigated. This has culminated in a proposed model being submitted to Council for its consideration by a regionally based community owned financial institution.

Resolution:

Cr Rolfe moved and seconded by Cr Brimblecombe “That Central Highlands Regional Council provide ‘In Principle’ support to the proposed model submitted by The Capricornian. Further, that the Chief Executive Officer be authorised to undertake further due diligence on behalf of Council regarding the proposed model and to negotiate any agreement between the parties for the provision of services from its Springsure Office.”

2018 / 09 / 11 / 016

Carried (7-0)

Codenwarra Gravel Sale

Executive summary:

Central Highland Regional Council (CHRC) is investigating the sale of stockpiled material from the Nogoia River excavation project, located on Lot 51 SP117841. The approximately 300,000 tonnes stockpiled spoil could be sold as material to Shepton Quarry.

Resolution:

Cr Nixon moved and seconded by Cr Sypher “That Central Highlands Regional Council permit Shepton Quarry to sell the material stockpiled on land described as Lot 51 on SP 117841 at a unit rate that reflects the market value of the material including the prospective cumulative damage to Codenwarra Road and stockpile rehabilitation costs. Further, that Council delegates authority to its CEO to ensure price negotiations reflect the position on this matter as articulated by Council.”

2018 / 09 / 11 / 017

Carried (7-0)

CLOSURE OF MEETING

There being no further business, the Mayor closed the meeting at 4.19pm

CONFIRMED

MAYOR

DATE

POLICY NUMBER: [automated #]

DEPARTMENT: Office of Chief Executive Officer

EFFECTIVE DATE:

UNIT: Corporate Communications

1.0 Purpose and Scope

The purpose of the Social Media Policy is to stipulate the overarching standard principles for the use of social media to conduct council business.

- This policy applies to all councillors, employees, contractors, agents and volunteers of Central Highlands Regional Council.
- This policy applies to those digital spaces where people may post, upload and share content.
- This policy does not include the use of the council's intranet site, The Vine.
- This policy is not intended to include personal use of social media where the author publishes information in their personal capacity and not on behalf of, or in association with Central Highlands Regional Council.

2.0 Reference

Relevant legislation

- *Australian Copyright Act, 1968*
- *Queensland Local Government Act, 2009*
- *Queensland Anti-Discrimination Act, 1991*
- *Australian Human Rights Commission Act, 1986*
- *Australian Spam Act, 2003*
- *Australian Privacy Act, 1988* and Australian Privacy Principles
- *Queensland Information Privacy Act, 2009*

This policy should be read in conjunction with other relevant policies and procedures of Central Highlands Regional Council including:

- Use of internet, email and electronic communication devices policy.
- Code of conduct for councillors' policy.
- Central Highlands Regional Council employee code of conduct.
- Media relations policy.
- Central Highlands Regional Council Social Media Procedures.

3.0 Definitions

Social media consists of websites and applications (apps) that enable users to create and share content online.

Adoption Date: Amended Date: [Date]
Review Date:

[Date]
Revokes:

Policy Name

[Date] Polic
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4.0 Policy Statement

Council's use of social media

Council uses social media as a business tool primarily for general communication and community engagement.

Responsibility

The Corporate Communications team is responsible for the management of social media sites used by council.

All social media accounts are to be set-up and transacted in the name of Central Highlands Regional Council.

Who can use social media on behalf of council?

All members of the Executive Leadership Team.

Managers, supervisors, coordinators.

Corporate communications personnel.

Other staff with delegated authority.

Principles for the use of social media on behalf of council

Anyone using social media on behalf of Central Highlands Regional Council will:

- Adhere to the council's codes of conduct, policies and procedures.
- Behave with caution, courtesy, honesty and respect.
- Comply with relevant laws and regulations.
- Post, share and comment to uphold the integrity, reputation and values of Central Highlands Regional Council.

Enforcement

Social media contributions are monitored for application of the principles articulated in this policy.

A breach of this policy by staff may result in a code of conduct complaint, disciplinary action, performance management and/or review.

A breach of this policy by a councillor may result in a code of conduct complaint.

Central Highlands Regional Council reserves the right to remove, where possible, content that violates this policy or any associated policies.

5.0 Policy Review

All policies will be reviewed every four years or when any of the following occurs:

- Relevant legislation, regulations, standards and policies are amended or replaced; and
- Other circumstances as determined from time to time by the chief executive officer / Executive Leadership Team / managers.

Adoption
Date:

Amended Date: [Date]
Review Date:

[Date]
Revokes:

Policy Name

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GUIDELINE NUMBER:

EFFECTIVE DATE:

DEPARTMENT: Chief Executive Officer

UNIT: Corporate Communications

1.0 Purpose and Scope

The *Use of Social Media procedure* outlines the approach for the use of social media channels to achieve meaningful engagement with the Central Highlands' community and to fulfill the purpose of the Central Highlands Regional Council's *Communications Strategy 2017-18*.

2.0 Reference

Australian Copyright Act, 1968
Queensland Local Government Act, 2009
Queensland Anti-Discrimination Act, 1991
Australian Human Rights Commission Act, 1986
Australian Spam Act, 2003
Australian Privacy Act, 1988 and Australian Privacy Principles
Queensland Information Privacy Act, 2009
Communication Strategy 2017-18
Social Media Policy
Media Relations Policy
Employee Code of Conduct
Councillor's Code of Conduct

3.0 Definitions

Council shall mean – Central Highlands Regional Council

Employees shall mean – all employees of Central Highlands Regional Council

4.0 Procedure

This procedure conforms to the principles of the:

Central Highlands Regional Council Corporate Plan 2017-2022:

Vision – A progressive region creating opportunities for all.

Mission – We are a council committed to continuous improvement, a sustainable future and efficient investment in our communities.

Value – Equal opportunities, fair and open consultation and communication.

Key Priority 5.0 – Leadership and Governance

Outcome – Leadership and Communication – practice effective internal and external communication.

It also relates to the guiding principles of the *Central Highlands Regional Council Communications Strategy 2017-18*:

- Aim to influence or change behaviour.
- Provide compelling content with local context delivered it the right way.
- Value employees and ‘people like me’ as the strongest ambassadors of the organisation.
- Affiliate communication activities with the organisational objectives and values.
- Research, listen and analyse to target information to those that want to know.

WHAT’S NOT COVERED IN THIS PROCEDURE

This procedure relates to the use of the social media channels owned and administered by the Central Highlands Regional Council and does not apply to any social media accounts owned by employees or elected officials or by community groups or other individuals associated with council.

WHAT SOCIAL MEDIA CHANNELS ARE USED?

The primary social media channels that allow community engagement and reaction include:

- Facebook
- Twitter
- Instagram
- YouTube

HOW ARE THE SOCIAL MEDIA CHANNELS STRUCTURED?

Naming and contact details for social media accounts

All social media accounts must be held in the name of ‘Central Highlands Regional Council’ or the relevant council business unit name and not in the name of an individual.

All accounts should use the email address: communications@chrc.qld.gov.au if required for registration.

Passwords to activate accounts are generated and kept by the corporate communications team.

Moderation and profanity settings

All council’s social media channels will be set to ‘moderate swear words’ and the profanity filter will be set to ‘strong’.

WHO LOOKS AFTER COUNCIL’S SOCIAL MEDIA?

All social media accounts held in the name of council are administered by the corporate communications team.

The corporate communications team may delegate administration permissions if a social media account is to be primarily managed by another business unit.

Any social media accounts held in the name of the Central Highlands Library Service will be administered by the staff of the Central Highlands Library Service.

The digital communications officer is the role with the day-to-day responsibility to develop and implement the digital and online communication activities.

Anyone considering a social media account for council business or requiring authorisation and training to use a social media account on behalf of council must apply in person to the corporate communications team to discuss their requirements.

Content approval

All social media content for council-related campaigns should be approved by the departmental delegated authorising officer prior to online publication.

The coordinator communications approves all other social media content.

Service level

The corporate communications team has a service level catalogue to guide the expected timeframes for delivery of social media publishing services. This catalogue can be found as a resource on the intranet (*The Vine*).

Open for business

The council's social media sites will be officially monitored during normal business hours only. However, from time to time an issue or event, such as a major weather event, may require out of hours monitoring, which will be the responsibility of the relevant communications officer.

THE RULES FOR USING SOCIAL MEDIA CHANNELS

There are some strict, but common sense, rules about content that is not permitted to be posted:

- Abusive, profane or sexual language.
- Content that is false or intentionally misleading.
- Confidential information about council or third parties.
- Copyright or trade-mark protected materials.
- Content that could be considered discriminatory.
- Illegal material or materials designed to encourage law breaking.
- Anything that could compromise anyone's safety or the safety of council's systems.
- Material that would offend contemporary standards of taste and decency.
- Content that would bring the council into disrepute.
- Personal details of councillors, council staff or third parties.
- Statements that may be considered to be bullying or harassment.

DEALING WITH COMMENTS AND FEEDBACK

Comments on posts

Comments on posts by the public are allowed on all social media channels.

Council responses to comments by the public will be limited to the correction of misinformation or the addition of specifically requested information only.

Comments that are considered to be overly abusive, use profanity, are particularly distasteful or unlawful will be deleted.

Caution should be shown before deleting a comment as it could be construed as censorship of public comment or debate. Consult an officer of the corporate communications team in the first instance if it is believed that a comment should be deleted.

Tasteful humour may be used if appropriate.

Anyone that makes a request or a complaint via a comment on a social media site should be directed to the appropriate place, such as council's phone or email contact.

Posts from public

Posts directly to council's sites from the public are **not allowed** because social media is currently not considered an appropriate medium for customer service interactions, for example reporting a dog attack or pothole.

Dealing with negative comments

Council social media sites will always attract a measure of negative comments. In general, responses will only be made to negative comments if the comment is offering misleading advice and requires correction. A civil response, such as a thank-you, is appropriate if a comment gives constructive criticism. Tasteful humour may be used if appropriate.

MAXIMISING ENGAGEMENT

Engagement for the purposes of this procedure is 'reactions', 'comments', 'shares', and 're-tweets'.

Reactions are likes or any of the emoticons provided on Facebook posts.

The overarching purpose for publishing content on our social media channels is to encourage meaningful and effective engagement and interaction with the local community that will influence or change behaviour.

This could be as simple as influencing attendance at an event or encouraging people to adhere to water restrictions.

Effective engagement will be achieved with a combination of relevant, targeted content delivered in the most popular format and at the optimal viewing time.

Engagement can be enhanced by 'boosting' Facebook content by way of paid advertising. The amount of payment should reflect the importance of the reaction required to the content.

Content delivery methods

The most effective content delivery methods in order of popularity are:

- Video – 30-60 seconds in length
- Livestreaming
- Infographics
- Images
- Text

Content checklist

Prior to publishing any social media content it should be evaluated against this checklist:

1. Does the message conform to the communications strategy guiding principles?
2. What priority level does it have?
3. Is social media the most effective message delivery method?
4. What audience demographic is the target?
5. What is the most appropriate time to publish the message for the demographic target?
6. Does the message require advertising spend (boosting), how much and does it have a budget allocation?
7. How often should the message be posted?
8. What evaluation method is the most appropriate?

Prioritising content

Social media content will be prioritised in the following order:

1. Material that relates directly to council's core business.
2. Material that is reasonably connected to council's core business (e.g. a council sponsored activity).
3. Material that is related to the current approved annual list of events, special days/weeks, societal issues and community campaigns (e.g. White Ribbon Day, ANZAC Day, NAIDOC Week)
4. Unusual or amusing incidents within the region.

Content timing

Timing of posting is a key to successful engagement on social media.

Analysis indicates that the peak times for audience attention are: 7.00 am, 12.00 pm, 5.00 pm and 7.00 pm.

Publication of posts should be scheduled to achieve peak audience attention for the demographic to which the post is directed.

Content frequency

There is no prescribed number of posts as content quality, relevance and effectiveness is valued over volume.

Using an URL (uniform resource locator) link in social media content

Where it is appropriate to provide a link to an external website in social media content, the URL should be shortened using [Bitly](#).

COPYRIGHT AND THIRD PARTY PROPERTY

Content owned by a third party, such as images, must not be uploaded to social media channels unless permission from the owner has been received.

Do not use images from Google images on social media channels unless authorisation to use the image has been obtained.

Use council-owned images or stock images purchased from the Shutterstock subscription that the corporate communications team manages.

Content can be freely 'shared' or 'retweeted' from other social media pages providing it meets the intent of this procedure.

Privacy

Be sensitive to the privacy of others. Seek consent from anyone who appears in any photographs, video or other footage before sharing these via any form of social media. If asked to remove materials, do so as soon as practicable.

Always obtain consent from members of the public when taking an image that you may use on social media (or for any publishing purpose). This may be obtained in any form (printed or digital) but should contain the person's name, contact details and signature. At the very least, obtain verbal consent and make a note of that consent.

When taking an image of a child, always obtain the written or verbally noted consent of the parent or guardian.

When taking images of groups of school children, always make sure you ask the teacher or supervisor if all the children have permission to have their photos taken.

REMOVING SOCIAL MEDIA CONTENT

The removal of social media content from a channel will be authorised by the coordinator communications under the following circumstances:

- The content is damaging to council's reputation.
- The content contravenes the Social Media Policy or any rules contained in this procedure.
- The content message has changed, such as the cancellation or change of event.
- The content is causing undue public unrest or concern.

HOW IS THE EFFECTIVENESS OF SOCIAL MEDIA CONTENT MEASURED?

The use of social media is just one tool to choose when communicating with the community.

The measurement of success is not in how many posts or tweets are published, but how much engagement each had and whether the purpose of the communications was met, such as attendance at an event.

Social media metrics will be recorded as shares, reactions, comments, retweets and views.

While the aim is to show an increasing trend in engagement over time, it is understood that sometimes there are large variations in activity depending on particular events. For example, weather events cause a large spike in social media engagement.

Internal clients should be encouraged to conduct surveys following campaigns to ascertain 'how people found out about it ...' to determine the effectiveness of the social media portion of their communications campaign.

While social media is an effective tool for communication, there are a number of other tools and any campaign should have a plan to spread the messaging across as many channels as appropriate.

HOW TO REPORT ON THE USE AND EFFECTIVENESS OF SOCIAL MEDIA?

The digital communications officer will provide a report to the coordinator communications each month.

The report will be compiled from analytics provided by the social media channels, such as Facebook, and any social media listening tool that council employs, such as Hootsuite.

The coordinator communications will provide a monthly report to the council's Executive Leadership Team.

The coordinator communications will provide a report on the operational plan's performance indicators quarterly.

The coordinator communications will provide an overview of the council's communication activities, achievements and challenges for the annual report.

PERSONAL USE OF SOCIAL MEDIA AS AN EMPLOYEE OR COUNCILLOR

Employees enjoy the same rights to use social media accounts as private citizens, which includes being involved in social and political sites.

Employees should be mindful that their online behaviour must be lawful and they should act with council's values and code of conduct as a guide, even though they are using social media as a private citizen.

Council employees should refrain from commenting on or responding to comments from the public on posts on the official council Facebook page. It is appropriate to bring the issue to the attention of the corporate communications team to deal with on behalf of the council.

If the situation arises where an employee *must* make a comment on a social media site, he or she must clearly state that he or she is expressing personal views and not representing the council.

Employees using their own social media accounts understand it is not acceptable at any time to:

- Post comments or images that are obscene, defamatory, threatening, harassing or discriminatory in relation to work, a staff member or council.
- Use a work email address to register personal social media accounts.
- Post comments or images that are harsh or extreme in their criticism of council, government, or a Member of Parliament, so that it could be perceived to have an impact on an employee's ability to work professionally, efficiently, impartially or apolitically in council.
- Post comments or images that are, or could be perceived to be, so strong in their criticism of council's administration, policies or activities that it could seriously disrupt the workplace or compromise an employee's ability to fulfil his or her duties in an impartial and unbiased manner.
- Post comments or images that are, or could be perceived to be, unreasonable criticisms of council's customers or other stakeholders.
- Disclose confidential customer information or internal policies, procedures and other operational information not available via public sources.

- Create a social media page, for example on Facebook, to protest a council policy that the employee is responsible for implementing or promoting.
- Post inappropriate images on social media that reference or involve council in some way or may damage or compromise council's reputation.

BREACH OF PROCEDURE

Council is entitled to be concerned with and, if necessary, take disciplinary action in connection with employees conduct on social media.

COUNCILLORS' USE OF SOCIAL MEDIA

If a councillor chooses to use a social media account, it must be held in his or her private name, although it can identify him or her as a councillor.

A social media presence is useful for councillors to interact with the community and to promote the activities they undertake on behalf of the community.

Councillors should use social media accounts with the *Councillor's Code of Conduct* in mind and the rules and intent of this procedure.

Councillors are encouraged to share content from council's social media sites throughout their social media networks.

Any comments or feedback on a councillor's social media site that could be construed as a complaint or request should be forwarded through council's normal request channels.

REVISION HISTORY

This procedure will be reviewed every four years or when any of the following occur:

- Relevant legislation, regulations, standards and policies are amended or replaced.
- Other circumstances as determined from time to time by the chief executive officer/Executive Leadership Team/managers.
- Any part of the procedure requires a change to facilitate more effective use of council's social media channels or to reflect a change in the administration of social media sites, such as changes to Facebook policy.

POLICY NUMBER:

DEPARTMENT: Office of the CEO

EFFECTIVE DATE:

UNIT: Corporate Communications

1.0 Purpose and Scope

This policy has been developed to establish the roles and responsibilities within Central Highlands Regional Council in relation to media relations. It applies to all print, film and electronic media. This policy does not restrict councillors from undertaking media relations

2.0 Reference

Code of Conduct for Councillors Policy
Employee Code of Conduct

3.0 Definitions

CEO refers to Chief Executive Officer

Council refers to Central Highlands Regional Council

The Act shall mean the *Local Government Act 2009* (as amended).

The Regulation shall mean the *Local Government Regulation 2012* (as amended).

4.0 Policy Statement

Council recognises the value of fair and open communication and the role the media plays, is pivotal in the provision and distribution of council information.

To facilitate media relations council will:

- Communicate openly and honestly with the media to maximise public knowledge and understanding of council's policies, activities and services.
- Provide the media with all information that is public information (i.e. all information to which the public is entitled to receive) and assist the media to accurately present and explain relevant information.
- Support the media by responding to requests for information in a timely and consistent manner.

Councillors must:

- Not communicate with the public or media on behalf of the council unless expressly authorised by the council to make that communication.
- When communicating with the public or the media, make it clear when they are expressing a personal opinion, and when they are speaking on behalf of council.
- When communicating with the public or the media to express a personal opinion about a council resolution, respect the democratic process by first acknowledging that council resolutions represent the majority view of council.

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Adoption Date:

Amended Date:

Media Relations Policy

Revokes: Media Relations Policy – adopted 20 January

Review Date:

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Council Spokesperson

The mayor is the primary spokesperson for council. Employees are not authorised to speak to the media about council business without approval from the chief executive officer, the chief executive officer's delegate or the mayor.

All media releases with direct quotations by a spokesperson are to be approved by that spokesperson in writing to the author of the release from the corporate communications team.

Where there are no quotations, a media release will be approved by the mayor, the chief executive officer or a delegate of the chief executive officer.

Any matter regarded as a critical issue or crisis is to be referred immediately to the chief executive officer through the appropriate line of management.

Council's corporate communications team manages media relations, including the distribution of media releases and community notices.

Media Management for Councillors

Requests for media support by councillors (other than the mayor) should only be made via the mayor and should not be of a political content or persuasion.

Media Management of Employees

Employees may be requested to appear in media photographs and footage. Requests must be approved by the appropriate line of management and employees may decline a request to be photographed or filmed.

Employees must ensure they are wearing the appropriate uniform and personal protective equipment when being photographed or filmed by the media. Employees must not offer comments or statements or respond to media questions unless authorised to do so.

5.0 Policy Review

This policy will be reviewed when any of the following occur:

1. As required by legislation.
2. The related documents are amended or replaced.
3. Other circumstances as determined from time to time by a resolution of Council

Notwithstanding the above, this policy is to be reviewed at intervals of no more than four (4) years.

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Adoption Date:	Amended Date:	Media Relations Policy
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