

Social media guidelines for City of Gosnells staff

If you contribute to any form of social media, such as Facebook, Twitter, Blogger or any other site or service as a member of the staff or management of the City of Gosnells you have certain responsibilities, obligations and risks you should always consider.

❖ Respect others

You are allowed to disagree with people and, in some instances, debate is encouraged but this does not mean you can insult or denigrate others, either personally or as a group. Don't use obscenities, ethnic or racial slurs, insults or disparaging language. Do not belittle co-workers, bosses or employers, yours or others.

❖ Be smart

Social networks and blogs may be around for some time and anything you write could be recorded, re-transmitted or seen by others years later. Be respectful of the City, our customers, staff and ratepayers.

❖ Write what you know

As an employee of the City you may offer some unique insights into your workplace and your own skills and responsibilities may be interesting to others. Share your knowledge and experience but be careful with what you write; don't spread gossip, don't discuss private or commercial-in-confidence matters, don't use hearsay or assumptions. As a guide, if you have to wonder whether you would be allowed to share what you are about to say it's probably better left unsaid.

❖ Acknowledge and link

As much as anything the World Wide Web and social media sites are about spreading information. If you do use information from another site or post be sure to acknowledge the source and, where possible, provide a link to the original.

❖ Do not feed the trolls!

There are people who post deliberately provocative, inflammatory or argumentative comments. These people are known as 'trolls' and are hoping to cause on-line disharmony. Do not engage with responders who are obviously trying to cause an argument. Practice proactive moderation – remove or modify any offensive comments or replies on your blog or website.

❖ Remember staff cannot represent the City's view

Under the Local Govt Act only the Mayor, CEO and their delegated people (eg Marketing Manager) can do so - staff need to be careful that what they say can't be considered as "the City's comment."