

SOCIAL MEDIA DON'TS



If you are a council member, it is really important to think about what you put on social media or what you say on social media.

- Maybe you do not need to post on social media, every day or week.
- Do not post things, do not comment on things, or do not share information that is gossip or will lie to people.
- Do not post / say bad comments about other people. Do not post / say bad things about people who work or used to work at council.
- Do not post things that maybe will embarrass you, embarrass other people or embarrass your council.
- Do not get involved with requests or feedback from people in the community, unless the CEO says yes first.
- Do not post anything that will make people think it is from the Council.
- Do not post personal / things that are not about work on your work account.
- Do not post anything confidential / secret, even if you don't work for council anymore.
- Stay away from / do not do anything illegal / against the law online. Do not post if you are not sure.

SOCIAL MEDIA DO'S



- Do read the RULES. They are called the Code of Conduct, the council policies and governing legislation (law for councils). These will say what you should do and how you should act online. Make sure the things you do online (actions and behaviour) are the same as what these RULES talk about / say. Check if you are unsure.
- Do keep your work social media account away from your personal social media account.
- Do look for questions and messages from community and tell them that their questions will be sent / passed on to council.
- Do ask your followers for their ideas on how to make the community a better place.
- Do say that you are saying just what YOU think and make sure that you say you are NOT speaking for the council.
- Do check what you are going to say first in your work posts – will community or council be upset by your post?
- Do / always think about the things that you say / put on your personal social media accounts. Your personal social media posts can be mixed up with your work / position as a council member.
- Do delete any posts or comments from your accounts that might cause trouble / harm as soon as possible.
- Do think carefully about what you will say / comment about politics, issues and events in other council areas.
- You must always keep secret council information secret / not talk about it. It is a rule / law called a duty of confidentiality. Even after you leave that job.
- Do report any posts which are bad trouble/ threatening to police.
- Do talk to someone / get advice if you are getting bullied online.