Policy Adopted by Board	
Policy Name	**Social Media Policy**
Version number	4.0
Policy date	June 2025
Date to be reviewed	June 2027
Responsibility	Executive Manager Public Participation
Related YPRL Policies and Procedures	Employee Code of Conduct Responsible Conduct Policy (public) Responsible Conduct Procedures Personal and Professional Presentation Guidelines Disciplinary Guidelines Equal Employment Opportunity, Anti-Discrimination Bullying and Sexual Harassment Policy Privacy Policy Internet Access Policy Information and Communication Technology (ICT) Use Policy Child Safety and Wellbeing Policy

Contents

1. Purpose

Yarra Plenty Regional Library Service (YPRL) recognises that social media is an integral part of our ongoing engagement with the community. The purpose of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools for YPRL employees to conduct YPRL business. It also provides guidelines regarding personal use of social media.

2. Scope

This policy applies to all YPRL employees, volunteers and contractors. It applies to:

- Use of social media on behalf of YPRL
- Personal use of social media which may link to or impact YPRL. This may involve any social media format regardless of whether users are using YPRL owned equipment or not, are on YPRL premises or not, and are within or outside their working hours.

This policy aims to:

- Inform appropriate use of social media tools for YPRL
- Promote effective and productive community engagement through social media
- Minimise miscommunication or inappropriate communications

This policy applies to those digital spaces where people may comment, contribute, create, upload, communicate and share content ('social media'), including but not limited to:

- Blogs and podcasts
- Social networking sites (e.g. Facebook, LinkedIn)
- Video and photo sharing sites (e.g. TikTok, Flickr, YouTube, Instagram, Pinterest)
- Micro-blogging sites (e.g. X, Instagram, Threads, Bluesky)
- News sites, bulletin boards, forums and discussion boards (e.g. Reddit)
- Instant messaging facilities (e.g. Snapchat, WhatsApp)
- Online encyclopaedias (e.g. Wikipedia) and wikis

Other platforms that broadly cover social news aggregation, internet forums, and online user generated content

3. Policy

3.1 Business Use

Employees are encouraged to create content to contribute to official YPRL social media presences to enable customer service and promotion of YPRL.

All official YPRL social media use must:

- be developed and delivered in accordance with YPRL's Policies and Procedures
- be a part of customer service, information sharing or promotional activities approved by a Manager
- comply with YPRL's Employee Code of Conduct

3.2 Personal Use

Personal use is engaging in social media as a private citizen on any social media channel regardless of whether on YPRL premises or within or outside working hours.

YPRL supports individuals who choose to use social media in their capacity as private citizens, without intrusion. It is important for individuals to be mindful that where personal social media use may link to or impact YPRL or individuals associated with YPRL, compliance with YPRL policies including the Employee Code of Conduct is required.

Comments, photos or other material which may link to or impact YPRL and would breach YPRL policy or damage YPRL's reputation or the reputation of YPRL Board members, member councils, employees or volunteers should not be posted on any social media.

Personal use of social media at work should only be undertaken during breaks. Personal use of mobile phones and tablets at work should comply with YPRL's Personal and Professional Presentation Guidelines

3.3 Prohibited Content

The following content is not permitted to be posted to YPRL social media under any circumstance.

Abusive or inappropriate content, including but not limited to:

- Profanity or material that would offend contemporary standards of taste and decency as understood by a reasonable person
- Inappropriate sexual language
- Discriminatory material in relation to a person or group based on the attributes outlined in YPRL's Equal Employment Opportunity, Anti-Discrimination Bullying and Sexual Harassment Policy.
- Personal attacks against YPRL, Board members, member councils, staff, volunteers or other community members
- Material designed to cause harm or distress

Material that would breach applicable laws, i.e. defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks, etc., including but not limited to:

- Content that is false or misleading
- Copyright or trademark protected materials
- Illegal material or materials designed to encourage law breaking
- Personal details or references to YPRL, Board members, member councils, staff, volunteers or third parties that may breach privacy and/or defamation laws
- Statements that may be considered to be bullying or harassment
- Material that would breach third-party contractual obligations
- Confidential information about YPRL or third parties
- Material that could compromise YPRL employees or their safety
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Material which would bring YPRL into disrepute

If there is any doubt about applying the provisions of this policy, check with the Executive Manager Public Participation or another Executive Manager / Senior Manager before using social media to communicate.

4. Responsibilities

4.1 Authorisation

Staff must undertake social media training and be across the social media target audiences, processes, and guidelines to contribute and post to YPRL social media in accordance with the best practice advice found on the YPRL intranet.

No new platforms, sites, groups or library social media accounts are to be set up without the approval of the Executive Manager Public Participation.

We will review the use of our social media platforms based on any security advice given by government.

The Marketing team maintains a register of social media accounts and a record of all generic usernames and passwords used. All generic passwords are changed on a regularly basis, or when staff with access to the passwords leave. If a generic login for a social media account has its password updated, a representative from Marketing must be informed.

4.2 Modification and Moderation

Any YPRL social media accounts must be consistently monitored and moderated to ensure that all posts and comments comply with YPRL's Employee Code of Conduct, Social Media Policy and Responsible Conduct Policy and comply with the [Criminal Code Act 1995 (Cth)](#) and any breaches will be referred to the appropriate jurisdiction for investigation

YPRL encourages free speech, however, moderation must be undertaken if a comment contains one or more of the following:

- Breach of Responsible Conduct Policy (public)
- Breach of Employee Code of Conduct or Social Media Policy (staff)
- Cyber bullying or harassment
- Defamatory, slanderous or aggressive attacks on YPRL, a Board member, member councils, employee, volunteer or member of the public
- Breach of copyright
- Breach of privacy
- Illegal or offensive content

5. Breach of Policy

Breaches of this policy may lead to action in accordance with YPRL's disciplinary procedures and guidelines, which may include termination of employment or association.

YPRL reserves the right to remove, where possible, content that violates this policy or any associated policies.

Employees or volunteers who become aware of inappropriate content in relation to YPRL on a social media forum should report the matter to the Executive Manager Public Participation as soon as possible. If the inappropriate content concerns an employee, also notify the People & Culture department and relevant manager as soon as practicable.

[END OF SOCIAL MEDIA POLICY]