

STATEMENT

Resource Recovery Group is committed to providing effective education and information to the community. In addition to conventional media, Social Media provides:

- an opportunity for timely responses to current issues;
- broader information dissemination;
- targeted reach of education materials;
- a forum for enquiry and respectful communication.

SCOPE

The scope of this policy applies to all RRG staff, volunteers and contractors. It applies to any Social Media platform being used on behalf of RRG or where reference to RRG is made.

Social Media is web-based communication tools that enable people to interact with each other by both sharing and consuming information.

At RRG we use the term “Social Media” to describe any kind of tool that you can use for sharing what you know, including (but not limited to) the list above.

OBJECTIVE

To set clearly defined guidelines for all RRG staff, volunteers or contractors whom are users of Social Media.

ROLES & RESPONSIBILITIES

Council

Council is responsible for adopting the policy and adopting any further changes subject to review on an annual basis.

Chief Executive Officer

The Chief Executive Officer is responsible for ensuring the policy meets the ongoing requirements of the Project Participants.

Communications & Marketing Manager

The Communications & Marketing Manager is responsible for the development of and subsequent review of the Social Media Policy.

Waste Education/Communication Officers

The Waste Education/Communication Officers are responsible for ensuring that the policy is adhered to.

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CONTENT

The following outlines a recommended approach to the use of Social Media within the RRG. This policy establishes the use of social media within the organisation to make content, provide feedback and communicate with others who are interested in waste education, recycling, reduction, avoidance, etc. It will also help the RRG to find new ways of engaging people who live, work or spend time in the City of Fremantle, City of Melville, Town of East Fremantle as well as expand its reach to the wider Perth and WA regional communities (including Recycle Right Members).

1) Purpose

RRG uses Social Media for:

Communication

Social Media tools are used to tell people what's happening within RRG/Recycle Right and our Members Councils/Recycle Right Members. For example, using RRG's Facebook and Instagram pages to promote events and to share the latest news.

Engagement

Social Media is used to help people to get involved in their community and in local decision making by encouraging discussion on a range of different topics across the different platforms such as Facebook, YouTube and LinkedIn.

Collaboration

Social Media is used to find new, more efficient ways of working together with the community. The RRG's expansion into Social Media provides the opportunity to encourage residents to share content, thoughts and ideas across different platforms.

2) Organisational Use

Any use of Social Media within RRG must:

Follow the RRG's Social Media process and guidelines. These guidelines are in addition to any professional standards that govern specific areas of work, and in addition to all other relevant policies.

New RRG/Recycle Right social media sites or accounts, can only be set up and managed by the RRG Communications Team, unless otherwise agreed. Any staff with suggestions to set up an account should contact the Communications & Marketing Manager.

The RRG may maintain a combination of social media accounts, including but not limited to:

- Social Networks – Facebook, LinkedIn, Instagram; Twitter
- Media Sharing Networks – YouTube, Podcasts
- Blogging Networks – Twitter, WordPress;
- Mobile Phone Applications;
- Texting; and
- Collaboration Tools – Teams, Zoom, Google, Dropbox

In accordance with State Government recommendations RRG no longer uses Tik Tok.

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3) Personal Use

The RRG recognises that its staff may wish to use Social Media outside the context of the workplace. This policy is not intended to discourage nor unduly limit personal expression or online activities.

However, staff must recognise the need for caution through personal use of Social Media. The nature of Social Media often identifies the place of work of the individual using it. In any circumstance where a staff member is using Social Media outside the context of the workplace and can be identified as a RRG employee, contractor or volunteer, they are personally responsible for the content published. Any opinion or comment made should be identified as that of the staff member and not those of the RRG or it's Member Councils. When in doubt, staff should seek guidance from the Communications Team on how to comply with these obligations.

4) Social Media Management

The RRG's use of Social Media is intended to be holistic, cross-functional, and owned by all Service Areas.

All social media accounts will be monitored/moderated by members of the Communications Team, as determined by the Communications & Marketing Manager. Accountability for overall development, implementation and deployment of RRG's Social Media Strategy shall be coordinated by the Communications Team.

The RRG will aim to respond to general public enquiries / comments within 24 hours of receiving them.

Any material created for display on a RRG social network site will be prepared to a consistently high standard, using approved templates and branding and approved by the Communications & Marketing Manager, or approved proxy, before going live / being posted.

When online under the name of the RRG, contributors should refrain from liking, sharing or reacting to posts created by third parties unless the material aligns with the aims of the RRG, as these reactions are seen as endorsements of the material posted.

All defamatory postings will be removed by the Communications Team at their discretion. Defamatory postings include but are not limited to those that are racist, sexist, threatening, insulting, unlawful and threatening to another's privacy.

Where misinformation or factually incorrect information is posted in response to a RRG post, comments should encourage the original poster to make contact with the RRG Communications Team for clarification.

Where a third party contributor to a RRG social media account is identified as posting content which is deleted in accordance with the above, the RRG may, at its discretion, block the contributor for a specific time period or permanently.

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5) Breaches

Employees who breach this policy may face disciplinary action which may include a review of their employment with RRG.

Volunteers and Contractors who breach this policy may have their professional or as applicable their contractual relationship reviewed.

REFERENCES & REVIEW

Statutory Compliance		
Organisational Compliance	<ul style="list-style-type: none"> ▪ Project Participation Agreement 	
Approved by	Regional Council	
Next Revision Date	February 2025	
Policy Administration	Responsible Officer	Review Cycle
Corporate (Communications)	Communications & Marketing Manager	Biennial
Risk Rating	Low	
Location of document	Staff Intranet9 Aldous Place, Booragoon – Communications 350 Bannister Road, Canning Vale	

DOCUMENT CONTROL REGISTER

Date	Review	No.	Author	Resp Officer	Council
2021	Original	1	CM	CM	25/02/2021
2021	Review	2	MGC	CMM	25/05/2023

CMM – Communications & Marketing Manager

MGC – Manager Governance & Culture

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