
STATEMENT

In addition to conventional media, Resource Recovery Group utilises Social Media in its day to day business primarily as a web-based communication tool for the dissemination of information.

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.

OBJECTIVE

To set clearly defined guidelines for all RRG staff, volunteers or contractors who 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.

Manager Corporate Services

The Manager Corporate Services is responsible for the approval of the use of any new social media account.

Administration Officer

The Administration Officer is responsible for the uploading of information to social media and ensuring that the policy is adhered to.

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 in relation to RRG.

1) Purpose

RRG uses Social Media for the advertising of tenders and public notices.

2) Organisational Use

Any use of Social Media within RRG must:

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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 social media sites or accounts, can only be set up and managed with the authorisation of the Manager Corporate Services.

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

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

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

3) Personal Use

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 an Executive Manager 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.

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.

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 RRG 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 CEO or an Executive Manager 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 2027	
Policy Administration	Responsible Officer	Review Cycle
Corporate (Communications)	Chief Executive Officer	Biennially
Risk Rating	Low	
Location of document	Staff Intranet 9 Aldous Place, Booragoon 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
2025	Review	3	EMGC	CEO	22/05/2025

CMM – Communications & Marketing Manager

MGC – Manager Governance & Culture

EMGC – Executive Manager Governance & Culture