



Shire of
Collie

Bush Fire Brigades Social Media Policy

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1.0 Application:

All members are reminded of their responsibility in relation to Social Media.

This policy applies to volunteer fire fighters who use social networking as a means of social communication and the sharing of life experience, images and personal comment.

Social networking applications include, but are not limited to:

- Blogs
- Instagram
- LinkedIn
- Forums
- Facebook
- Twitter
- Wikis
- YouTube

In some circumstances, the general distribution of email to uninvolved recipients, of inappropriate images or information, as described in these guidelines can fall within these guidelines and 'mass mail outs' as a form of social communication should be carefully considered within these guidelines.

It is expected that all social network users adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

2.0 Head of Power:

Pursuant to Clause 36 (d) of the Bush Fires Act 1954, Local Government has the following responsibility:

(d) establish and maintain bush fire brigades as a part of its organisation for the prevention, control, and extinguishment of bush fires.

3.0 Facebook pages:

There will be one central Facebook page for all Shire of Collie Bush Fire Brigades to post information to. Shire of Collie Bush Fire Brigades and members will use only this page for official business and public information posts. No brigade or member is to have or maintain any other Facebook page, personal or otherwise, that may be construed to represent the Shire of Collie or Shire of Collie Bush Fire Brigades or its members.

The administration of this page will be conducted by the Chief Bush Fire Control Officer and Community Emergency Services Manager, with editing rights given to one officer in each brigade, who has agreed to abide by the Council's policy and code of conduct, decided upon by the Community Emergency Services Manager and Chief Bush Fire Control Officer in consultation with that brigade. This can be revoked at any time by the Chief Bush Fire Control Officer and Community Emergency Services Manager in consultation in the event of a breach of policy.

4.0 Authority to Comment:

The Shire of Collie has not endorsed any volunteer to make any authorised comment on its behalf using social media or to any media/member of public in any circumstances. Only the Chief Executive Officer and the President may address the Media on behalf of the Shire of Collie.

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5.0 Posting Requirements:

All volunteer fire fighters should ensure that they do not: -

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful; and
- use or disclose any confidential or secure information; and
- make any comment or post any material that might otherwise cause damage to the Shire's reputation or bring it into disrepute.

6.0 Guidance in the Posting of Images:

Images of emergencies such as fire or rescue activities should not show or allow the identification of any person who has experienced the event and subsequent trauma, loss or destruction of private property or its identification or location.

Images of other fire fighters should only be posted with their permission.

Images of fire fighters undertaking firefighting activities must ensure that they portray the Shire of Collie Bush Fire Services in its professional capacity and does not expose those conducting them to ridicule or comment regarding operational procedures, safety procedures, PPE use or can be interpreted as activity that is unnecessarily dangerous.

7.0 Guidance in the Posting of Comments:

Comments that are posted providing opinion are not to include or entice any personal opinion of fellow fire-fighters or officers or any other member of the emergency services community.

Comments that are posted regarding firefighting activities must be accurate but should not include:

- Any person's personal details; and
- Any identification of victims, casualties, injured or distress; and
- Any details of address or location so as to make the exact site identifiable; and
- Any comment on cause or origin.
- Use offensive or inciteful language
- Comment of the professionalism of any firefighter, officer, local government or state government organisation or department.
- Enter into "arguments" with anyone in comments section on any post. An argument is deemed to be more than 2 comments made relating to a difference of opinion on a subject.

8.0 Assurance:

The Chief Bush Fire Control Officer or Community Emergency Services Manager will directly assess any breaches of these guidelines and maintains the disciplinary authority afforded to them within the Policy and Procedures of the Shire of Collie Bushfire Local Law and the Shire of Collie Bush Fire Brigades.

The Chief Executive Officer, Chief Bush Fire Control Officer or Community Emergency Services Manager reserve the right to instruct any member to remove any picture, comment or any material that is displayed by a member on any form of social media, if in the opinion of the Chief Executive

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Officer, Chief Bush Fire Control Officer or Community Emergency Services Manager that it could, has done or may be seen as negative, offensive, defamatory or not in the interest of the Shire of Collie Bush Fire Brigades.

No member is to undertake the act of taking photos at any incident without the express permission of the nominated Incident Controller.