



DRAFT SOCIAL MEDIA POLICY

2020/2021

1. Introduction

In a bid to reach the broader community in particular part of the 16 million South Africans of Facebook and 8.74 million Twitter users, Molemole Local Municipality seeks to join social media sites namely Facebook and Twitter.. .

The municipality recognizes that social media has become an effective medium through which we can enhance our mission of serving our people in a transparent and accountable manner.

Molemole municipality has identified Facebook and Twitter as the main social media platforms to interact with the community of Molemole and beyond on service delivery issues

2. Purpose

This policy serves to provide guidance and direction on the use of Social Media by the Municipality.

This policy will establish guidelines for the establishment and use of Social Media by the Administrators of the social media sites (i.e. Facebook and Twitter) as a means of conveying MLM information to and interacting with its citizens. The Municipality may use Social Media and Social Network sites to enhance Communication with various stakeholders and organization in support of the Municipality's vision and mission.

The intended purpose behind establishing of MLM social media sites is to disseminate information from the municipality, about the municipality, to its citizens and afford them an opportunity to raise service delivery issues

MLM has created two social media accounts; Facebook (Molemole Local Municipality) and Twitter (@MLMunicipality) to reach residents, businesses and visitors through social media. MLM social pages provide an opportunity for people to comment about the programmes and services offered by the municipality and /or events happening in their area

The MLM has an overriding interest and expectation in deciding what is "spoken" on behalf of the Council social media sites.

3. Accounts Administrators

The main account administrator for social media channels is the Communications Officer

All service delivery enquiries to be recorded and circulated the relevant departments. Feedback will be provided within 10 working days by the Account Administrator after consultation with relevant department.

The Administrators will monitor content on MLM social media sites to ensure adherence to both the MLM's Social Media Policy and the interest and goals of Municipality

MLM reserves the right to restrict or remove any content that is deemed in violation of this Social Media Policy or any applicable law.

4. General Guidelines

- All MLM Social Networking Sites shall adhere to all applicable national, provincial and local government legislation including but not limited to by-laws and regulations and the MLM policies.
- Comments on topics or issues not within the jurisdictional purview of the Municipality of Molemole may be removed.
- Employees representing the municipality via MLM social media sites must conduct themselves at all times as a representative of the Municipality and in accordance with all MLM policies.
- This Social Media Policy may be revised at any time.

5. Comment Policy

- As a public entity the Municipality must abide by certain standards to serve all communities in a civil and unbiased manner.
- The intended purpose behind establishing of MLM social media sites is to disseminate information from the Municipality, about the Municipality, to its citizens.

- Comments containing any of the following inappropriate forms of content shall not be permitted on MLM social media sites and are subject to removal and/or restriction by the Accounts Administrators :
 - Comments not related to the original topic, including random or illogical comments;
 - Profane, obscene, violent, or pornographic content and/or language;
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
 - Defamatory or personal attacks;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns or ballot measures;
- Solicitation of commerce, including but not limited to advertising of any business or product for sale;
- Conduct in violation of any municipal , state or local law;
- Encouragement of illegal activity;
- Information that may tend to compromise the safety or security of the public or public systems;
- A comment posted by a member of the public on any MLM social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the MLM, nor do such comments necessarily reflect the opinions or policies of the MLM.
- The MLM reserves the right to deny access to MLM social media sites for any individual, who violates the MLM Media Policy, at any time and without prior notice.
- Departments shall monitor their social media sites for comments requesting response that will be done via the administrator
- There is no right to Privacy on MLM's social pages because the pages are public records
 - In keeping with an existing municipal website policy , links to website outside Molemole.gov.za are not allowed
 - Comments should not advertise commercial product or service
 - Reasonable arguments for opposing views are encouraged
 - When a MLM employee responds to a comment, in his/her capacity as a MLM employee, the employee's name and title should be made available, and the

employee shall not share personal information about himself or herself, or other MLM employees.

- Submission of comment constitutes your acceptance of this comment policy
- All comments posted to any MLM Facebook site are bound by Facebook’s Statement of Rights and Responsibilities, located at <http://www.facebook.com/terms.php>, and the MLM reserves the right to report any violation of Facebook’s Statement of Rights and Responsibilities to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

6. Policy Evaluation and Review

- a. The service standards shall be reviewed once every year by Communication Unit.
- b. All municipal staff is encouraged to report any difficulties they experience during implementation to the Manager: Administration.

Version	Date Approved
01	29 May 2019

7. Approval of the policy

a) Date of Approval by Council

b) Signed on Behalf of the Council

Hon. Mayor: Cllr M.E Paya