

## This factsheet provides information in relation to Council's Social Media Guidelines.

South Burnett Regional Council's ('Council') social media pages exist to inform and keep the public updated on Council initiatives, events, programs, and news. It is used as an important tool for Council to actively engage with the community, serving as a place for discussion, general enquiries, and an active exchange of ideas.

### **Should I lodge a customer request via social media?**

Council will respond to enquiries via social media, however, we ask that you lodge any service requests directly with Council.

Examples of service requests include:

- damage to property/graffiti (Council or private);
- breaches of local laws (for example barking dogs, dog attacks, parking infringements and the like);
- planning applications currently lodged with Council;
- potholes/road conditions;
- water breakages/concerns; and
- tender and procurement information.

### **How do I make a complaint?**

Council does not consider any of our responses via social media as a formal response. If you wish to make a formal complaint to Council, we encourage you to contact Council's customer service.

If you require an official source of information on Council, please visit our [website](#).

### **What are the house rules?**

The Council's social media pages are maintained by Council's Media branch. Council supports Facebook's Statement of [Rights and Responsibilities](#) and related Facebook policies, and we request that visitors to our page do the same.

Council will respond to enquiries during the business hours of 8:30am – 4:30pm Monday to Friday (excluding public holidays).

The page may be monitored but not active outside these hours.

Council welcomes honest, friendly, and open communication on our social media pages. Council reserves the right to remove direct and public messages, comments, or discussion posts which are not in line with this policy. Council also reserves the right to permanently remove users who are continually detrimental to others' enjoyment of this page.

### **Can I post a public comment?**

Council welcomes your comments and does not discriminate against any views. Council encourages you to discuss and share opinions with others and Council via our social media pages.

In order to ensure our pages are friendly and welcoming for all visitors, we moderate where needed.

Council reserves the right to remove comments which:

- are considered likely to disrupt, provoke, attack or offend others;
- are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable;
- contain swear words or other language likely to offend;
- could break the law or condone or encourage unlawful activity (this includes breach of copyright, defamation and contempt of court);
- are seen to impersonate someone else;
- include contact details such as phone number, postal or email addresses;
- describe or encourage activities which could endanger the safety or wellbeing of others;
- are considered to be 'spam' (posts containing the same message posted multiple times);

- are repeatedly off topic for the discussion to which you are posting;
- do not relate directly to Council services, programs or enquiries;
- are political or campaigning in intent;
- are purely commercial in nature and promote a product or service which does not relate and is not endorsed by Council; and
- mention individual Council representatives. To respect the privacy of Council representatives we do not condone the discussion regarding individuals on our page. If you have a concern about a Council representative, please contact SBRC.

### **Does Council collect private information?**

An individual's social media profile name may be collected by Council for the purposes of noting your enquiry and maintaining a record of correspondence.

Your information will not be given to any other person or agency unless you have given us permission, or we are required by law.

For the purpose of responding to an enquiry, we may ask you to provide your address and telephone number through a private message. If you do not wish to release your personal contact details through a private message, please contact Council.

Do not post any personal information such as phone numbers, home, or email addresses on Council's social media pages. Content posted on Council's social media pages containing such information will be removed.

For further information on privacy policies refer to:

Facebook Privacy Policy:

<https://www.facebook.com/privacy/policy/>

LinkedIn Privacy Policy:

<https://www.linkedin.com/legal/privacy-policy>

South Burnett Regional Council Privacy Policy:

<https://www.southburnett.qld.gov.au/downloads/file/2034/information-privacy-policy-statutory038>

X (Formerly known as Twitter) Privacy Policy:

<https://x.com/en/privacy>

YouTube Privacy Policy:

<https://policies.google.com/privacy>

### **Will Council Promote material for companies or organisation's?**

No. Council does not promote material for individual companies or organisation's. Council will support community and not for profit events and local or national campaigns.

### **How do I give consent?**

By commenting on Council's social media pages, you are indicating that you have read, understood, and agree to abide by the Social Media Guidelines.

### **Further Information?**

If you require further information in regard to Council's Social Media Guidelines or would like to speak to a Council officer, please contact Council via one of the following methods:

- ✉ South Burnett Regional Council  
PO Box 336  
KINGAROY QLD 4610
- ☎ (07) 4189 9100
- @ [info@sbrc.qld.gov.au](mailto:info@sbrc.qld.gov.au)
- 👤 Visiting a Customer Service Centre