



## ***Media Policy***

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| <b>Policy Classification</b>          | Council Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>First Issued:</b>                  | 13 October 2015                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Next Review Date:</b>              | April 2029                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Version Number:</b>                | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Applicable Legislation:</b>        | <i>Australian Human Rights Commission Act 1986 (Cth)</i><br><i>Copyright Act 1968 (Cth)</i><br><i>Criminal Law Consolidation Act 1935 (SA)</i><br><i>Defamation Act 2005 (SA)</i><br><i>Equal Opportunity Act 1984 (SA)</i><br><i>Fair Trading Act 1997 (SA)</i><br><i>Freedom of Information Act 1991 (SA)</i><br><i>Local Government (Elections) Act 1999 (SA)</i><br><i>Privacy Act 1988 (Cth)</i><br><i>Spam Act 2003 (Cth)</i><br><i>State Records Act 1997 (SA)</i> |
| <b>Related Policies or Documents:</b> | Caretaker Policy<br>Council Member Behavioural Support Policy<br>Employee Behavioural Standards Policy<br>General Complaints Policy<br>Privacy Policy<br>Public Consultation Policy<br>Public Interest Disclosure Procedure<br>Records Management Policy<br>Risk Management Policy                                                                                                                                                                                        |
| <b>Associated Forms:</b>              | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Responsible Manager:</b>           | Chief Executive Officer                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Approved by Council:</b>           | 14 April 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Minutes Reference:</b>             | OM89:2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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## Media Policy

### 1. Preamble

Council recognises that communication channels provide important opportunities to communicate, inform and engage with the community and stakeholders.

Council is committed to ensuring all communication is professional, consistent and aligned with its role as a trusted and accountable local government organisation.

### 2. Purpose

This policy establishes Council's approach to communication and media engagement and provides a framework for the creation and dissemination of official information.

It ensures communication is coordinated, accurate and aligned with Council's policies, legislative obligations and community expectations.

This policy is not intended to restrict personal expression where individuals are acting in a private capacity and not representing Council.

### 3. Scope

This policy applies to Elected Members, employees, contractors, agents and volunteers who communicate on behalf of Council or use Council communication platforms.

It applies to all forms of communication, including media, digital media and social media.

This policy does not apply to personal use of media where individuals are acting in a private capacity and do not represent, or appear to represent, Council.

Individuals must be mindful that their association with Council may be known within the community and should ensure that personal use of media does not adversely impact Council's reputation or their professional responsibilities.

### 4. Definitions

- 4.1. **Authorised employee:** means an employee approved to publish content on Council communication platforms or liaise with media on behalf of Council.
- 4.2. **CEO:** means the Chief Executive Officer of Kangaroo Island Council or their delegate.
- 4.3. **Confidential information includes any:**
  - 4.3.1. document or report that has been provided to Elected Members where the CEO has indicated ((pursuant to section 83(5) of the *Local Government Act 1999* that it may be considered in confidence under section 90 of the Act; or

- 4.3.2. decision, document or discussion which the Council has resolved to treat as confidential under Section 91 of the *Local Government Act 1999*; or
- 4.3.3. any matter deemed as confidential by the Management Team; or
- 4.3.4. any matter that is expressly identified as confidential; or
- 4.3.5. any information which would breach an Employee's right to confidential protection of their personal information.
- 4.4. **Communication:** means any form of interaction with the public, including verbal, written and digital communication.
- 4.5. **Digital media:** includes Council's website, social media platforms and other online communication channels.
- 4.6. **Elected Members:** means the Mayor and Councillors.
- 4.7. **Employee:** means a person that works for Council and includes employees, trainees, contractors, volunteers, work experience placements, students or any other person who has access to Council's electronic systems and services either in a permanent or temporary role.
- 4.8. **Media:** journalists and representatives of media outlets.
- 4.9. **Social media account** Social media account means an official Council profile or page established on a social media platform for communication with the community.
- 4.10. **Spokesperson:** means an authorised individual permitted to communicate on behalf of Council.

## 5. Policy Statement

- 5.1. Council adopts a consistent, professional and coordinated approach to communication and media engagement across all platforms.
- 5.2. Council will use communication channels to:
  - a) provide timely and accurate information to the community
  - b) inform the community about Council services, decisions and initiatives
  - c) support and encourage community engagement and participation
  - d) strengthen relationships with stakeholders
- 5.3. When representing Council , Elected Members and employees must:
  - a) be authorised and appropriately approved
  - b) be accurate, clear and based on factual information
  - c) align with Council policies, codes of conduct and legislative obligations
- 5.4. When representing Council, Elected Members and employees must not:
  - a) disclose confidential or sensitive information
  - b) mislead or provide false information
  - c) damage Council's reputation
  - d) be offensive, defamatory or in breach of legislation

- 5.5. Most Council decisions, unless confidential, are publicly available via Council's website ([www.kangarooisland.sa.gov.au](http://www.kangarooisland.sa.gov.au)).
- 5.6. Confidential information, including employee matters and matters considered in confidence, must not be disclosed externally.
- 5.7. All official Council social media platforms must be authorised by the CEO.
- 5.8. Only authorised employees may administer or respond on Council communication platforms.
- 5.9. Elected Members may express personal views in a private capacity but must clearly distinguish these from Council positions.
- 5.10. Employees must not communicate with the media on behalf of Council unless authorised.
- 5.11. Employees must ensure their conduct aligns with Council's Employee Behavioural Standards Policy, including when engaging in communication in a personal capacity where their association with Council may be known.

#### **5.12. Spokespersons**

- 5.12.1. The Mayor is the principal spokesperson on matters of Council policy and decisions.
- 5.12.2. The CEO is the spokesperson on operational and administrative matters.
- 5.12.3. The Mayor or CEO may delegate spokesperson responsibilities where appropriate.
- 5.12.4. Only authorised spokespersons may provide official comment on behalf of Council.
- 5.12.5. Spokespersons must not disclose confidential information and may decline to comment where appropriate.

#### **5.13. Caretaker period**

- 5.13.1. Communication activities must comply with Council's Caretaker Policy during election periods.

### **6. Procedure**

#### **6.1. Administration**

- 6.1.1. Council communication activities are coordinated to ensure consistent, accurate and timely information is provided to the community.
- 6.1.2. The Communications function is responsible for managing media engagement, preparing communication materials and supporting authorised spokespersons.
- 6.1.3. Employees must notify the Communications function of any issues, events or activities that may attract media or public interest.

6.1.4. Communication may be delivered through a range of channels, including media releases, statements, website content and social media.

## **6.2. Media and marketing**

6.2.1. Media enquiries must be directed to the Communications function or an authorised spokesperson.

6.2.2. The Communications function, in consultation with the CEO or relevant Director, will determine the most appropriate response and communication approach.

6.2.3. Media responses may include written statements, media releases, interviews or other approved communication formats.

6.2.4. Official communication issued on behalf of Council must be approved by the CEO, Mayor or delegated authority prior to release.

6.2.5. Media engagement will be guided by:

- a) alignment with Council priorities and strategic objectives
- b) relevance and public interest
- c) timeliness and accuracy
- d) audience reach and communication impact

6.2.6. Copies of media releases will be provided to Elected Members and relevant staff for information.

## **6.3. Social media**

6.3.1. Council social media platforms are administered by authorised employees.

6.3.2. Social media is used to share information, promote Council initiatives and provide relevant community updates.

6.3.3. Council may determine how social media platforms are used, including limiting or disabling public comments where appropriate.

6.3.4. Social media platforms are not formal customer service channels. Where appropriate, users may be directed to Council's official contact channels for enquiries or service requests.

## **6.4. Content**

6.4.1. Content published on Council communication platforms must:

- a) align with Council policies, decisions and strategic objectives
- b) be accurate, clear and appropriate for a public audience
- c) be written in a clear and accessible manner
- d) support community understanding and engagement

6.4.2. Content may include information relating to:

- a) Council services, projects and initiatives
- b) community programs and events

- c) public notices and important updates
- d) relevant information from government or community organisations

6.4.3. Content must not:

- a) disclose confidential or sensitive information
- b) be misleading, false or deceptive
- c) be offensive, defamatory or inappropriate
- d) breach legislation or Council policy

**6.5. Moderation of social media**

6.5.1. Council reserves the right to remove content that does not adhere to this policy or other relevant Council policies.

6.5.2. Council's social media platforms are primarily used to share information with the community. As a general approach, public comments on posts will be limited or disabled.

6.5.3. Council may monitor and moderate comments where they are enabled and remove content where appropriate.

6.5.4. Council's social media platforms are not formal customer service channels. Where appropriate, members of the community may be directed to Council's official contact channels to report issues or make service requests.

**6.6. Records management**

6.6.1. All communication activities must comply with the State Records Act 1997 and Council's Records Management Policy.

6.6.2. Records of communication activities, including media releases and significant public communications, must be created and retained in accordance with Council requirements.

6.6.3. Council will ensure appropriate management and security of access to communication platforms.

**6.7. Third party endorsements**

6.7.1. Council may receive requests to support or endorse third party organisations, products or services.

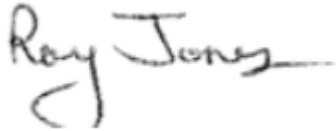
6.7.2. Any endorsement must be approved in accordance with Council's delegation framework.

6.7.3. Council will not provide endorsements that may compromise its impartiality, reputation or governance obligations.

## 6.8. AVAILABILITY OF POLICY

This policy is available to be downloaded, free of charge, from Council's website: [www.kangarooisland.sa.gov.au](http://www.kangarooisland.sa.gov.au) . A printed copy may be purchased on request from the Council office.

SIGNED:



Acting Chief Executive Officer

Date: 15 April 2026

| History:          |           |                                                                                                                  |
|-------------------|-----------|------------------------------------------------------------------------------------------------------------------|
| Date Reviewed:    | Version:  | Reason for Amendment:                                                                                            |
| 20 September 2010 | Version 1 | Adopted by Council. Minute Book Reference 3.6.2                                                                  |
| July 2014         | Version 2 | Amendment to definition and measures, format and layout                                                          |
| 18 August 2015    | Version 3 | Full review and inclusion of relevant Codes of Conduct clauses and new Council Logo.                             |
| 14 August 2018    | Version 4 | Periodic Review. Ref# C266:2018                                                                                  |
| 13 April 2021     | Version 5 | Template update and full review of policy Ref# C93:2021                                                          |
| 14 June 2022      | Version 6 | Consolidation of Media Policy and Social Media Policy                                                            |
| 14 April 2026     | Version 7 | Full policy rewrite and update to improve clarity, structure and alignment with current communication practices. |

