



# Effective and ethical use of social media by Councillors

## Overview

Effective and ethical engagement online, particularly on social media, is a critical skill for local councillors in the modern age.

This two hour interactive and collaborative workshop is designed specifically for local councillors in regional NSW.

## Key learning outcomes

In this workshop councillors will learn the skills to confidently and ethically use, and communicate, on social media.

The key learning outcomes include:

- / Understanding social media including trends and statistics relevant to local government
- / How to effectively use social media from a councillor's perspective
- / How to engage ethically having regard to the new Code of Conduct and your organisation's social media policies
- / Three golden rules for social media use
- / How to prevent the pitfalls of social media such as defamation, biased decision making and reputational damage
- / How to deal with the downsides such as conflict and personal attacks

## Who should attend

The workshop is suitable for new and experienced councillors.

Senior staff (such as the General Manager, Directors and relevant Managers) will also benefit from attendance.

Maximum attendees: 20 people

## What you will receive

All attendees will receive a detailed guide on how councillors can effectively and ethically use social media.

We also provide a unique follow up service to ensure that the skills and knowledge gained in the workshop "stick" in the longer term.

## Location and price

We come to you to deliver our workshop – taking the cost and headache out of travel for your councillors and staff.

We do this for a fixed price inclusive of all travel costs.

We ask that you book a suitable venue and provide light refreshments for attendees.

## Make a booking

To book a workshop for your Council, contact Emma Broomfield on:

T 0421 180 881

E [emma@localeconsulting.com.au](mailto:emma@localeconsulting.com.au)



## Our approach

We provide training and development workshops to councillors because we believe this investment in the skills and knowledge of your elected members improves the overall effectiveness of your council and therefore, the outcomes for your communities.

Our mission is to bring a fresh and exciting approach to training in the local government space by building the capability of your elected body.

With this in mind, our approach is:

- / **strength based** – so that councillors learn what to do, not just not what to avoid.
- / **collaborative and interactive** – so that councillors can learn together and from each other as well as us.
- / **tailored** – so that councillors can learn from content which is relevant to their communities needs and the situations they encounter.
- / **practical** – so that councillors can learn from real life examples and not just the theory.

## Our facilitators

Our facilitators are regional local government experts who have a unique combination of skills and training with qualifications in law, mediation, governance, planning and community engagement.

This means your councillors will gain insights from highly qualified experts who understand the regional context of local government.



**Emma Broomfield**  
Director – Legal,  
Governance & Mediation

Emma is a nationally accredited mediator and qualified lawyer with over 15 years experience in the local government industry. She is a nominated Code of Conduct reviewer for multiple councils across northern NSW.

Her passion is helping others solve problems and work together for the benefit of their community. Emma is known for her empathic approach, practical focus and industry knowledge.



**Cinnamon Dunsford**  
Principal Planner

Cinnamon is a Registered Planner and experienced community engagement practitioner with over 15 years' experience in the local government sector. She has a range of strategic, coastal, rural, environmental and economic planning experience.

Cinnamon holds the leading qualifications in community engagement from IAP2 and is known for her fantastic facilitation and communication skills.