

Title	Social Media
Council Resolution	Item 15 (25 March 2019) as per Council Minutes
Responsible Directorate	Corporate Governance
Due for Review	Four (4) years from Council Resolution Date
Strategic Plan Reference	<p><u>Making Lives Better</u></p> <p>Objective 1.1 Know our communities and what they value</p> <p>Strategy 1.1.1 Guide decision making through continued community engagement based on our community plan</p> <p><u>Leading Our Community</u></p> <p>Objective 4.1 Govern in the best interests of our community</p> <p>Strategy 4.1.1 Manage Council for maximum efficiency, accountability and transparency</p> <p>Strategy 4.1.3 Maximise regulatory compliance in Council and the community through our systems and processes</p> <p>Objective 4.2 Prioritise our resources to achieve our community's goals</p> <p>Strategy 4.2.1 Deploy the Council's resources effectively to deliver value</p>
ECM	Council Policy

PURPOSE

This policy sets out the framework that governs Council's use of social media to communicate externally.

SCOPE

This policy applies to social media use by and on behalf of Glenorchy City Council. It defines the roles, responsibilities, risks, controls and responsibilities that apply when Council uses social media to communicate externally.

It applies to all Council staff, contractors, volunteers and other people communicating using social media for or on behalf of Council.

STATUTORY REQUIREMENTS

Acts	<i>Personal Information Protection Act 2004</i> <i>Archives Act 1993</i>
Regulations	n/a
Australian/International Standards	n/a

DEFINITIONS

Communications Officer	The Council officer responsible for the management and coordination of external communications on behalf of Council.
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Communications Strategy	Glenorchy City Council Communications Strategy, approved on 29 October 2019, as amended from time to time.
social media	Includes any social media platform used by Council to communicate externally.

POLICY STATEMENT

1. Objectives

This policy sets the objectives and guidelines that govern the use of social media by Council to communicate externally.

It aims to ensure that social media is used effectively by Council as to engage with its community, deliver key messages and listen to the Community's concerns and deliver effective and real-time communication.

Its other objectives are to ensure that:

- social media engagement by Council protects, maintains and enhances Council's brand, reputation and values, and adheres to Council's corporate style
- Council's social media activities are truthful, based on factual information, and educate, inform, and communicate with Council's residents, ratepayers and the wider community
- communication on social media by Council employees is appropriately regulated with roles, responsibilities and expectations clearly articulated, with appropriate guidance and instruction
- social media communications are lawful and do not breach copyright, defamation or other laws, and
- all social media interactions by Council are respectful to other people's views, opinions, and privacy.

2. Social Media Framework

Council's adoption and use of social media will be governed and guided by the Social Media Framework (**Framework**). The Framework consists of:

- this Social Media Policy (publicly available through Council's website)
- a Social Media Directive (internal document that provides further guidance and supports the objectives of the Policy), and
- the Social Media Strategy (internal document that sets out how social media use supports Council's Communications Strategy).

3. Relationship to other types of communication

Social media will be used as a communication tool as part of the Council's Communications Strategy. More specifically, it will be used in conjunction with traditional media to support the brand and marketing of Council by promoting consistent branding and messaging to targeted demographics.

Council employees and elected members will be encouraged to submit news and events with supporting material to the Social Media Support Team. Material to be submitted for consideration may include videos, photos and links to other online content that support Council's brand and values.

4. Social Media Support Team

4.1 Structure

Overall responsibility for editorial content posted to Council's social media accounts rests with the Communications Officer, supported by the Social Media Support Team.

Council's Social Media Support Team consists of:

- 4 Administrators (one of whom is to be the Communications Officer)
- 4 Moderators
- content contributors (to be appointed by the General Manager).

The General Manager may alter the constitution of the Social Media Support Team without referral back to Council.

4.2 Roles and Responsibilities

Role	Responsibilities
Communications Officer	<ul style="list-style-type: none"> • overall responsibility for editorial content posted to Council's social media accounts. • supervising and coordinating external engagement through Council's social media accounts • leading the SMST and being the key point of contact for any issues • making decisions about content inclusion and removal, and • chairing meetings of the SMST.
Administrators	<ul style="list-style-type: none"> • 'gate-keepers' of content and comments • collecting content from the Contributors and Moderators • creating and scheduling posts • posting to Council's Facebook page • responding to comments (where appropriate) • deleting content if required • elevating issues if required
Moderators	Monitoring posts and comments and alerting Administrators to potential issues. Vetting content ideas and forwarding these to Administrators
Content Contributors	Identifying and collating suitable content from delegated areas to be forwarded to Moderators/Administrators for posting.

4.3 Approval Matrix

Statement Impact Levels	Approval Required By
General day-to-day statements with no organisational impact	Communications Officer / Social Media Support Team.
Emergencies (e.g. serious incidents or natural disasters)	Communications and Officer

<p>Statements which may have political or financial impact on council or stakeholders</p>	<p>(to determine whether posts or responses require elevation to the offices of the General Manager and/or Mayor)</p>
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5. Issue management and elevation

The Directive is to provide procedures for the identification, management and (where necessary) elevation of issues which arise on social media pages, including (but not limited to):

- where content is identified that may breach page guidelines and require removal, or
- where a post raises a significant issue impacting Council, the community or an individual which is required to be addressed as a matter of priority.

6. Content posted on social media

6.1 Key principles

The following key principles apply to all content posted on social media by Council.

- Information disseminated through social media channels will be accurate and professional and will be vetted by the Social Media Support Team and/or the Communications Officer.
- Council platforms will not be used to discuss personal opinions or to conduct personal business.
- In developing, posting and responding to content, council employees and elected members will uphold the values of Glenorchy City Council by acting with honesty, integrity and professionalism and will not be discriminatory, defamatory, harassing or may result in a breach of the law
- Personal information will be protected, and copyright, privacy and other applicable laws will be considered when interacting on social media.
- All employees are responsible for being familiar with this policy.

6.2 Content types

Proactive content

Where possible, content to be posted on social media is to be planned ahead of time and developed as part of a social media conversation, in line with Glenorchy City Council's broader strategic communications goals.

Reactive content

Where content is required to be posted in response to an event, comment, opinion or other matter authorised users will ensure that the content:

- upholds the values of Glenorchy City Council by acting with honesty, integrity, courtesy and professionalism
- is posted in a timely manner and while the issue remains relevant, and
- does not result in a real or potential conflict of interest

Authorised users must not post content which:

- uses abusive, profane or sexually explicit language
- uses copyright or ownership protected materials without appropriate approvals
- is discriminatory, defamatory, or may result in a breach of the law (or encourage a breach of the law)

- may compromise the safety of the community, Council employees or elected members
- is (or could be regarded as) spam; or
- expresses a personal opinion or advances a personal campaign or issue

7. Monitoring/moderating/responding

Council will generally only monitor social media and respond to posts during business hours.

However, Council may direct staff to monitor or respond to social media posts outside of business hours in exceptional circumstances, such as during a natural disaster or other crisis, or in response to a significant event or announcement.

As a minimum requirement, council employees permitted to use Glenorchy City Council social media channels will monitor content and exchanges at least once daily to establish whether:

- comments require replies or moderation
- current content is factual, accurate and up-to-date
- posts are relevant
- new information needs uploading.

Glenorchy City Council will make use of digital monitoring tools whenever available as part of its evaluation of social media activities.

8. Content removal

Council reserves the right to remove content from its social media pages. Administrators have the discretion to remove or delete content in accordance with this Policy and the Directive.

Without limiting that discretion, Council reserves the right to delete any content which:

- is offensive or abusive (including containing offensive language)
- makes any kind of threat towards any Council staff or elected member
- breaches copyright or intellectual property laws
- incites or encourages an illegal act
- contains unreasonable criticism of Council or its staff, or
- does not relate to issues impacting on Council or the Glenorchy community.

Council encourages discussion and debate of issues impacting the community and will not remove content posted by community members that is reasonably critical of Council or its activities. Administrators have the discretion to determine what constitutes reasonable and unreasonable criticism of Council.

Council will always disclose why a post or content was removed, regardless of who has posted it.

Where possible, Council will clearly outline on each social media platform what constitutes unacceptable content and how it will be moderated.

9. Copyright

Material which is copyrighted (applications, publications, audio, video, graphics, images, photographs of employees/elected members not owned by Glenorchy City Council) will not be used unless prior written consent is obtained from the creator or copyright owner and the original author or source of the material is acknowledged.

Authorised officers will be diligent in their consideration of brand, copyright, fair use and trademarks.

10. Resourcing/training

Council will ensure all social media activities are adequately resourced to allow for content development, monitoring, interpreting the volume and content of messages and responding as required.

Training will be provided to administrators, moderators and content contributors prior to the launch of any new social media page, and on an ongoing basis (and on request). Where appropriate, Council will engage external providers to provide social media training.

11. Evaluation

Council's social media activity will be evaluated against the strategic objectives for each platform identified in the social media strategy. This may include engagement, reputation, brand awareness and customer service outcomes.

Individual campaigns run using social media will also be individually evaluated by the Communications Officer, with input from the Administrators and, where appropriate, external consultants.

12. Social Media Directive

The Social Media Directive will provide further details and procedures about the matters the subject of this Policy.