

## PURPOSE

This policy sets out the objectives and guidelines that govern 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 applies to all Council staff, contractors, volunteers and other people communicating using social media for or on behalf of Council.

## STRATEGIC PLAN ALIGNMENT

### Making Lives Better

Objective 1.1                      Know our communities and what they value

Strategy 1.1.1                      Guide decision making through continued community engagement based on our community plan

### Leading Our Community

Objective 4.1                      Govern in the best interests of our community

Strategy 4.1.1                      Manage Council for maximum efficiency, accountability and transparency

Objective 4.2                      Prioritise our resources to achieve our community's goals

Strategy 4.2.1                      Deploy the Council's resources effectively to deliver value

## RELATED DOCUMENTS

- Media and Communications Policy (adopted 28 September 2020)

## DEFINITIONS

**Administrator** means a person authorised under this policy to post, edit and remove content on Council's social media accounts.

**Communications Team** means the business unit within Council responsible for the management and coordination of external communications on behalf of Council.

**social media** includes any social media platform used by Council to communicate externally.

## **POLICY STATEMENT**

### **Objectives**

Social media is an effective way for Council to engage with its community, deliver key messages, listen to the Community's concerns and deliver effective, real-time communication.

The objectives of this policy 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
- social media communications are lawful and do not breach copyright, defamation or other laws
- all social media interactions by Council are respectful to other people's views, opinions, and privacy.

### **Relationship to other types of communication**

Social media will be used as one of the Council's main communications channels. It will be used in conjunction with other communications methods, including traditional media, to deliver key messages and important information to our community and to protect and enhance Council's brand and reputation.

### **Roles and Responsibilities**

The overall responsibility for determining Council's social media strategy and curating all social media content lies with Council's Communications Team.

Council's Communications team may authorise officers from other areas of Council to post or moderate social media content as Administrators.

### **Content posted on social media**

The following apply to all content posted on social media by Council:

- information disseminated through social media channels will be accurate and professional
- 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 post anything that 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.

### **Monitoring/moderating/responding**

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

However, staff may be directed 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.

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

### **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.

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
- 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 (although repeated and unjustified criticism of Council may be grounds for removal of content or restricting access to the pages). Administrators have the discretion to determine what constitutes reasonable and unreasonable criticism of Council.

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

## 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 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.

## 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 prior to the launch of any new social media page and on an ongoing basis (and on request). Where appropriate, Council may engage external providers to provide social media training.

## Evaluation

Council's social media activity will be evaluated against the any strategic objectives set for each platform or any communications plans or strategies. 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 Team, with input from Administrators, and, where appropriate, external consultants.

## DOCUMENT CONTROL

<b>Version:</b>	2.0	<b>Adopted</b>	28 Sept 2020	<b>Commencement Date</b>	29 Sept 2020
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