
Social Media Guidelines Policy

Policy Owner:	Communications and Events
Contact Person:	Manager Communications and Events
Date of Approval:	TBA

POLICY OBJECTIVE

The purpose of this Policy is to provide a framework for the City of Wanneroo to engage and manage new forms of technology in its communication activities with the community.

Scope

This policy is designed to provide a framework for Council to use social media to facilitate collaboration and sharing between Council, employees, ratepayers and customers.

The requirements of this policy apply to all uses of social networking applications, which are applied to any Council related purpose and regardless of whether the applications are hosted corporately or not. They must also be considered where Council representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

- Blogs
- MySpace
- LinkedIn
- Forums
- Facebook
- Twitter
- Wikis
- YouTube

POLICY STATEMENT**Becoming authorised to comment**

- Before engaging in social media as a representative of the City, you must become **authorised** to comment
- You may not comment as a representative of the City unless you are **authorised** to do so
- To become authorised to comment in an official capacity, you will need to gain approval from your director, and from the Manager Communications and Events

Rules of engagement

Once authorised to comment as a City representative, you must:

- Disclose you are an employee of the City in all cases
- Disclose and comment on only information classified as public domain information
- Post only factual information, as specifically cleared
- Ensure that all content published is accurate and not misleading and complies with all relevant City of Wanneroo policies including the City's Media Policy and Code of Conduct

- Ensure comments are respectful of the community in which you are interacting online
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws

If you are authorised to comment, you must not:

- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- Use or disclose any confidential or secure information
- Make any comment or post any material that might otherwise cause damage to the City's reputation or bring it into disrepute

BACKGROUND

To use this new technology, Council requires a framework for users to ensure the organisation's integrity is protected; that the methods used are in line with Council's Community Engagement and Consultation Policy, 2011 and that risks associated with online technologies are managed.

Benefits of social media for the City of Wanneroo include:

- Develop stronger relationships with residents and stakeholders
- New medium for customer service
- Reach new audiences
- Promote employee relations
- Promote organisation activities
- Encourage and enhance feedback (through re-direction to the city's website)

CONSULTATION WITH STAKEHOLDERS

Key stakeholders of this policy include the Chief Executive Officer, Director Community Development and the Communications and Events team. Administration staff from other service units may also be authorised to comment.

IMPLICATIONS (Financial, Human Resources)

Staff must ensure that the privacy and confidentiality of information acquired at work is protected at all times and treated in accordance with relevant laws and policies. The potential scope and ramifications of a breach of privacy or confidentiality when using social media are severe.

City of Wanneroo social networking content and comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular site or blog article being commented upon
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination on the basis of race creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public
- Content that violates a legal ownership interest of any other party

IMPLEMENTATION

This policy applies to authorised staff members listed as an authorised contributor. An authorised contributor has been approved to engage online, with corporate goals in mind, on behalf of the City of Wanneroo.

Members of staff, who wish to contribute to social media on behalf of the City for corporate purposes, must first seek the consent of their director and the Manager Communications and Events. If approved, the relevant staff member/s will be added to the list of authorised contributors.

Wherever possible, content posted to City of Wanneroo social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Wanneroo.

A person from the Communications and Events team will set up social media tools and run training sessions to outline the correct use of them. Only persons from Communications and Events may create new accounts to ensure consistency and correct settings are applied.

If at any time a new account or new tool is required, staff must first consult with Communications and Events. Training sessions will be run regularly. To be an authorised online contributor, staff must attend at least one of these sessions.

ROLES AND RESPONSIBILITIES

The Manager Communications and Events is responsible for this policy together with the Coordinator Communications and Events

DISPUTE RESOLUTION

All disputes in regards to this policy will be referred to the Director Community Development in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to the Chief Executive Officer for a ruling.

WHO NEEDS TO KNOW ABOUT THIS POLICY?

Mayor, Elected Members, CEO, Directors, Managers and staff of the City of Wanneroo.

EVALUATION AND REVIEW PROVISIONS

The following key performance indicators will be used to assess the effectiveness of this policy:

- Use of social media as measured by visits, 'friending' or 'followers' or posts
- Community research to assess use of social media to access information

DEFINITIONS

DEFINITIONS: Any definitions listed in the following table apply to this document only.

Social Media	Social Media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, blogs, MySpace, YouTube, Wikis, Twitter, forums etc.
Authorised Contributor	An authorised contributor that creates and is responsible for posted articles and information on social media sites.
Comment	Comment is a response to a City of Wanneroo article or social media content.
Blog	Blog (an abridgment of the term web log) is a City of Wanneroo website with regular entries of commentary, descriptions of events, or other material such as graphics or video.
Public Domain	Public Domain is clip art, images, text, programs, etc. that is not copyrighted (i.e. a law that gives only one person the right to produce, sell, or use something).

RELEVANT POLICIES/MANAGEMENT PROCEDURES/DOCUMENTS OR DELEGATIONS

Code of Conduct
Community Engagement and Consultation Policy
Internet Links Policy
Media Policy

REFERENCES

<http://www.sro.wa.gov.au/pdfs/Recordkeeping-guide.pdf>

<http://socialmediagovernance.com/policies.php>

RESPONSIBILITY FOR IMPLEMENTATION

Manager Communications and Events

Version	Next Review	Record No:
		11/75322