

Name:	Social Media		
Type:	Council Policy		
Owner:	Chief Executive Officer		
Responsible Officer:	Marketing and Communications Manager		
Adopted Date:	5/03/2024	Next Review Date:	2/11/2027
Records Number:	514828	Council Decision:	10/1229

1 PURPOSE

This policy provides the framework for Council's use of social media platforms to deliver communication to the community, and how the community can participate and contribute to our social media channels.

2 PRINCIPLES

City of Palmerston is committed to open, inclusive, accessible and transparent information for the community.

Council is connected to the community through the delivery of transparent and inclusive information, in a safe online environment. Social media is a key communication tool to connect, inform and educate the community.

Social media platforms provide the community a convenient communication tool to interact with Council. The style, although more informal than Council publications, will adhere to Council's vision and mission.

Interactions will be recorded to meet record management requirements. The policy extends to third parties that manage Council's social accounts at times as required.

3 DEFINITIONS

For the purposes of this Policy, the following definitions apply:

Term	Definition
Social media	A form of online communication for which users can share information, opinions, messages or create other forms of content such as images or videos.
Council Staff/Employees	All people employed by City of Palmerston, including labour hire and contract staff
Elected Members	All Elected officials including the Mayor
Tag	The act of engaging with an individual or entity by mentioning their social profile in a post or comment

4 POLICY STATEMENT

4.1. Council's commitments

4.1.1. Council is committed to social inclusion when communicating and will aim to provide information relevant to all abilities, cultures and demographics.

4.1.2. Council will not display any favouritism towards any business, association or individual.

- 4.1.3. Council will monitor social media platforms between the hours of 7:30am and 5:30pm Monday to Friday, and the comments may be excluded and pending outside of those hours.
 - 4.1.4. Council will identify comments requiring responses and endeavour to respond within 24 hours if received in business hours Monday to Thursday or the following business day if received on Fridays, weekends or public holidays.
 - 4.1.5. At Council's discretion, Council will encourage specific feedback to be sent through direct message, website, phone or via email palmerston@palmerston.nt.gov.au.
- 4.2. Moderating Social Media accounts**
- 4.2.1. Council's social media accounts are monitored, and comments moderated intermittently during business hours and may be monitored at other times. Council encourages engagement on our social media platforms and actively seeks feedback from the public, with the expectation that participants behave in a respectful manner.
 - 4.2.2. Council reserves the right to delete posts that are obscene, defamatory, threatening, bullying, harassing, discriminatory, hateful or unlawful as determined by Council.
 - 4.2.3. Council reserves the right to delete posts that contain information that may compromise the safety or security of the public or Council staff.
 - 4.2.4. Council reserves the right to delete posts or comments that are knowingly false or mischievous, including potential spam which will be decided on by Council
 - 4.2.5. Council reserves the right to delete posts that are repeated throughout the thread that Council has already addressed numerous times
 - 4.2.6. Council reserves the right to delete posts that are in breach of privacy, defamation, trade practices and copyright acts.
 - 4.2.7. Council reserves the right to delete posts that have no relevance to the original post
 - 4.2.8. Council reserves the right to decline sharing posts that do not meet the key social media objectives, or aren't aligned to the community plan.
 - 4.2.9. Council does not administer or monitor other Palmerston Community Social pages and will not take responsibility for any comments made on them.
 - 4.2.10. Council reserves the right to ban individuals or pages that do not abide by the above guidelines.
- 4.3. Employees and Elected Members on social media**
- 4.3.1. This policy is in addition to existing policies and protocols relating to the use of social media such as Code of Conduct.
 - 4.3.2. Employees and Elected Members must adhere to the Code of Conduct policy
 - 4.3.3. Employees and Elected Members must not 'post' on behalf of the organisation unless authorised
 - 4.3.4. Employees and Elected Members must not 'comment' on behalf of the organisation unless authorised
- 4.4. Privacy and recording information**
- 4.4.1. Council records all correspondence generated or received across all social media accounts.
 - 4.4.2. Council will not directly message or tag any community members on social media without prior consent

4.4.3. Council has the right to publish images and names on social media from Council run programs and events. If the public wishes for their images not to be displayed on social media, it is the responsibility of the community member to advise us.

5 ASSOCIATED DOCUMENTS

- 5.1. Social Media Strategy 2022
- 5.2. Media Policy
- 5.3. Codes of Conduct for Council Employees, Elected Members, Committee Members and Chief Executive Officer

6 REFERENCES AND RELATED LEGISLATION

- 6.1 Information Act
- 6.2 Local Government Act 2021