

# Social Media Policy

<b>Responsible Division</b>	Corporate Services
<b>Responsible Business Unit</b>	Communications, Engagement & Customer Relations
<b>Responsible Officer</b>	Manager Communications, Engagement & Customer Relations
<b>Affected Business Units</b>	All business units
<b>ECM Document Set ID</b>	4703827

## Purpose

The purpose of this policy is to establish guidelines around the use of social media, and the City's role in the management of City-owned social media channels.

## Scope

This policy applies to:

- Elected Members when making comment in either their role or in a personal capacity
- Committee Members
- City of Bayswater employees.

## Definitions

**Social media** refers to websites and applications that allow people to create and share information. Some examples of social media channels include:

- social networking sites (e.g. Facebook, Twitter, LinkedIn)
- video and photo-sharing sites (e.g. YouTube, Instagram, TikTok)
- blogs, including corporate and personal blogs, micro-blogging wikis, forums and discussion groups.

**Social media activity** refers to a person's interaction with a social media account, group or content. Examples of social media activity could include:

- posting on a social media platform
- reacting to a social media post
- commenting on a social media post
- sharing a social media post
- direct/private messaging a social media account or group
- following, liking or joining a social media account or group.

**Employee** refers to a person employed by the City of Bayswater, including contractors engaged under a contract of service.

**Elected Member** refers to a person who is currently serving a term of office as an Elected Member of the Council in accordance with the Local Government Act 1995.

**Committee Member** refers to a person who sits on a City of Bayswater committee.

## Policy Statement

### 1. Management of City of Bayswater social media channels

The City of Bayswater uses social media channels to share information and engage with the community.

Social media is not used by the City to communicate or respond to matters that are complex or relate to a person's or entity's private affairs.

The City's Communications and Marketing team manages all official social media channels for the City.

When participating, posting, commenting or otherwise on the City's social media channels, the Communications and Marketing team must abide by the City's Social Media Guidelines as per the City's website.

The City has a number of official social media channels, including but not limited to:

- Facebook
- Facebook Messenger
- Instagram
- LinkedIn
- X (formerly) Twitter
- YouTube

Applications for new social media pages or channels must be approved by the City's Communications and Marketing team.

Existing pages must be used unless there is a business need which cannot be fulfilled without the establishment of a new page.

Elected Members will be tagged in photos on the City's social channels. In the case of event photography, every effort will be made to include Elected Members in attendance.

### 2. Elected Members' use of social media

Elected Members may establish personal social media accounts at their own discretion to engage with the community; however, the City will not provide administration or moderation support for these accounts.

Elected Members must make it clear on their social media account that the account is their own, the views expressed on their account are their own, and that their account is not managed by the City of Bayswater. The account should not be branded with the City of Bayswater logo or be portrayed as a City of Bayswater official channel.

Elected Members must be careful when posting about matters before Council to avoid the apprehension of bias. Elected Members must remain open minded and consider Council matters based on the information presented to them. Social media posts made by an Elected Member need to take this into consideration.

The City will not be held liable for any loss or damage, however caused, which Elected Members or others suffer in connection with the use of Elected Members' social media accounts.

Elected Members' social media activity must be consistent with the general principles and standards of behaviour outlined in the City's Elected Member Code of Conduct, Media and Communications Policy and *Local Government (Model Code of Conduct) Regulations 2021*.

### **3. Employees' personal use of social media**

City employees must ensure their social media activity does not negatively impact the reputation of the City or call into question their/or the City's ability to remain apolitical and impartial.

Staff members' social media activity must abide by the City's Employee Code of Conduct, Media and Communications Policy and *Local Government (Model Code of Conduct) Regulations 2021*.

### **4. Monitoring and moderation**

The City's social media channels will be monitored and actively moderated by the City's Communications and Marketing team from Monday to Friday, 8am to 5pm AWST.

The Communications and Marketing team reserves the right to remove any comments or content that do not adhere to the City's Social Media Guidelines. The Communications and Marketing team's Social Media Moderation Process will be followed when deleting and/or hiding comments on social media.

Elected Members are responsible for moderating their own social media accounts. It is recommended Elected Members establish Social Media Guidelines for their own pages/accounts that are in keeping with the City's Social Media Guidelines.

### **5. Recordkeeping**

Official communications undertaken on behalf of the City, including on the City's social media accounts, must be created and retained as local government records in accordance with the State Records Act 2000. These records are also subject to the Freedom of Information Act 1992.

Elected Members' social media activity that relates to their role as an Elected Member is subject to the requirements of the State Records Act 2000. Elected Member records are also subject to the Freedom of Information Act 1992.

## **Related Legislation**

*Freedom of Information Act 1992*

*Local Government (Model Code of Conduct) Regulations 2021*

*Local Government Act 1995*

*State Records Act 2000*

## Related Documentation

- City of Bayswater Employee Code of Conduct
- City of Bayswater Elected Member Code of Conduct
- City of Bayswater Media and Communications Policy
- City of Bayswater Social Media Guidelines
- Social Media Moderation Process

## Document details

<b>Relevant delegations</b>	Nil		
<b>Risk evaluation</b>	Low		
<b>Strategic link</b>	Theme:	Leadership and Governance	
	Goal L4:	Communicate in a clear and transparent way.	
<b>Council adoption</b>	27 February 2024	<b>Resolution</b>	10.5.1.1
<b>Next review due</b>	20 November 2026		
<b>Reviewed/modified</b>	-	<b>Resolution</b>	-
<b>Revision details</b>	-		