

WESTON CREEK CITIZEN'S COUNCIL SOCIAL MEDIA POLICY

BACKGROUND

1.1 The Weston Creek Community Council ('WCCC') is an association for residents to convey concerns to the Australian Capital Territory government (government). WCCC is non-party political and lobbies government and bureaucrats for services and facilities for the residents of Weston Creek. In fulfilling this role, the WCCC acts on behalf of member residents (or groups of residents) to take issue with the government on issues affecting its residents. In many cases, particular member residents wish to remain anonymous with the Council lobbying on their behalf.

1.2 The WCCC is committed to connecting with the community. Social media represents the largest growth all communications platforms. It provides the opportunity to communicate and engage in real time. WCCC will pursue social media opportunities to connect in a genuine way with both the community and a broader audience.

1.3 There is a large range of social media platforms available upon which WCCC may have a presence. To ensure it is achieving best value from its social media efforts, the focus will be on platforms that have the greatest reach for targeted audiences.

1.4 Being present on social media may allow the WCCC to be open and engaging, transparent and accountable and provide better and faster consultation and communication on issues relevant to the Weston Creek community.

PURPOSE

2.1 This policy is designed to assist with the management of the use of social media by the WCCC and its members.

2.2 The objectives of this policy are to:

- Establish the purpose of WCCC's involvement with social media;
- Outline the management and use of social media for the WCCC; and
- Provide for the inclusion of social media as a tool in the delivery of WCCC's services and activities.

SCOPE

3.1 This policy applies to all WCCC members and outlines their responsibilities when using social media as part of WCCC social media presence and/or representation of WCCC.

3.2 This policy applies to all social media platforms, including but not limited to:

- Facebook;
- Twitter;
- Instagram;
- Youtube;
- LinkedIn;
- Snapchat;
- WCCC's website and intranet;
- Blogs; and
- Podcasts.

PRINCIPLES

WCCC'S SOCIAL MEDIA PLATFORMS

4.1 WCCC may appoint a member of staff to be 'Social Media Manager' ('SMM') of WCCC social media accounts. WCCC may appoint more than one SMM.

4.2 The role of the SMM is to:

- Approve and revoke a staff member's status as an authorised user;
- Maintain a register of authorised users;
- Moderate the WCCC's social media platforms; and
- Ensure WCCC compliance with this policy.

4.3 The SMM may delegate their functions to authorised users. A SMM may be an authorised user for the purposes of this policy.

4.4 Authorised users are members of WCCC who are authorised by the SMM to upload content and engage on social media on the WCCC's behalf, on official WCCC social media platforms and accounts. The role of an authorised user is to:

- Assist in efficient and effective consultation with the Weston Creek community;
- Promote and inform the community on activities of the WCCC;
- Develop stronger relationships with the Weston Creek community;
- Provide an informal timely and accessible way for the public to communicate with WCCC;

- Support traditional media by broadening its reach and supporting key messages;
- Seek input to develop WCCC 's position on local issues;
- Keep WCCC's social media platforms up to date; and
- Engage in discussions and answer questions on WCCC's behalf on social media platforms.

4.5 WCCC members, SMM and Authorised Users must comply with the House Rules as set out in Appendix A.

4.6 Content on WCCC social media accounts, that are not on WCCC's website, will, where possible:

- Be available and replicated on WCCC's website; and
- Include links directing users back to the website for in-depth information, forms or other online documents necessary for communication with WCCC.

4.7 Where posts to WCCC social media platforms require a response, authorised users must:

- Acknowledge the post; and
- Advise that WCCC shall respond in due course.

PRIVATE ACCOUNTS

5.1 The WCCC recognises that WCCC members use personal social media platforms. WCCC members are responsible for content they publish on any form of social media. They should take measures to ensure their personal comments cannot be mistaken for a view of the WCCC, negatively impact WCCC's reputation or otherwise adversely affect WCCC members performing their role.

STANDARDS OF CONDUCT ON SOCIAL MEDIA

6.1 WCCC members must not use social media to post or share comments, photos, videos, electronic recordings or other information that:

- Is defamatory, offensive, humiliating, threatening or intimidating to other WCCC members or members of the public;
- Contains profane language or is sexual in nature;
- Constitutes harassment and/or bullying or is unlawfully discriminatory;
- Divulges confidential WCCC confidential information;
- That is inconsistent with Privacy laws;
- Could be perceived to be a comment on behalf of the WCCC where they have not been authorised to make such a comment;

- Commits the WCCC to any action;
- Violates an order made by the court;
- Breaches copyright or other intellectual property laws;
- Advertises, endorses, or solicits commercial products of business;
- Constitute spam;
- Is in breach of the “House Rules”; or
- Is in breach of the rules of the social media platform.

MODERATION OF SOCIAL MEDIA ACCOUNTS

7.1 WCCC may remove any content from social media platforms, posted by any member or member of the public that is inconsistent with this policy or the House Rules.

7.2 WCCC may terminate authorisation of any member to post social media content as part of WCCC social media presence.

RECORDING INFORMATION

8.1 WCCC will collect, retain and dispose of records in accordance with the requirements for incorporated associations in the ACT, and other applicable laws.

BREACHES OF THIS POLICY

9.1 Any breach of this policy shall be managed by the WCCC Committee.

POLICY REVIEW

10.1 This Policy will be reviewed regularly as required and may change at any time, subject to a WCCC resolution.

DEFINITIONS

WCCC member	means a member of the WCCC including without limitation Committee members.
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Appendix A: “HOUSE RULES”

All WCCC social media posts that seek public comments must display a link to the House Rules below.

Please abide by the following rules:

- Posts must comply with all applicable laws;
- Posts are limited to issues and events relevant to Weston Creek and its community;
- Do not post speed camera locations;
- Treat everyone with respect – do not use offensive language, name-call, ridicule, harass, threaten, or attack group members;
- Do not post content that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist;
- Do not post content that infringes copyright or other intellectual property laws;
- Do not post content that constitutes a contempt of the court or breaches a court suppression order or is otherwise unlawful;
- Do not post content that is inconsistent with privacy laws, including without limitation content containing sensitive personal information, such as credit card number, driver licenses numbers or addresses;
- Do not post political advertising or political promotion content. This includes politically motivated surveys;
- Do not post content that “names or shames” people and businesses;
- Do not post identifiable photos or materials of people, businesses, and vehicles;
- Do not post self-promotions, product reviews and recommendations, personal fundraising campaigns, spam, clickbait, vague-bookings, religious content or other irrelevant links; and
- Do not post confidential information of the WCCC.