

1. RATIONALE

Social Media has become an integral part of how we communicate with each other in a modern world. Social Media provides the City of Marion with an unprecedented opportunity to safely connect with our community, engage in meaningful conversations and dialogue, and keep people up-to-date with the latest news, events and initiatives.

Social Media contributes to the achievement of the following strategic objectives as outlined in the *City of Marion Strategic Plan 2019-2029*:

- E1** We will increasingly use data and community responses to understand our community values and then we will deliver what they want.
- E4** We will ensure our community is well informed about the services we provide.
- I1** We will use the best technology possible to improve efficiency of our operations and delivery of our services.
- I3** We will use technology and Social Media to improve our sharing of information.
- I4** We will use technology to better engage with our communities, understand their needs and seek their feedback.

2. POLICY STATEMENT

The City of Marion uses Social Media as a safe and effective tool to engage and communicate with the community and reach targeted audiences on specific issues, events, and initiatives.

All Social Media usage and content published by or on behalf of the City of Marion:

- complies with third-party platform terms of service and community guidelines, and all local, state, and federal laws and regulations;
- is accurate, relevant and appropriate; and
- upholds the highest standards of behaviour, integrity and professionalism.

3. OBJECTIVES

The primary objectives of this Policy are:

- To increase community access to Council and Council's access to the community.
- To communicate quickly and safely with the community and reach targeted audiences on specific issues, events, and initiatives.
- To actively engage with the community and improve relationships with residents, partners and stakeholders.

4. POLICY SCOPE AND IMPLEMENTATION

Scope

This Policy applies to all Social Media activity and accounts for the City of Marion.

This Policy also comes into effect if the personal use of Social Media by Staff:

- references the City of Marion or relates to Council business or operations
- contains inappropriate content (refer section 4.4)
- damages or defames (or has the potential to damage or defame) the City of Marion, Council Staff or Elected Members.

This Policy must be read in conjunction with the *Social Media Procedure* and applicable Code of Conduct.

Implementation

4.1 City of Marion social media

Use of social media

The City of Marion uses Social Media to:

- Communicate and promote City of Marion news, initiatives, and events; and actively listen to community views.
- Raise the profile and public awareness of Council business, services, public resources, and facilities.
- Quickly respond to relevant customer enquiries and provide timely referrals to other communication methods if needed, particularly other digital tools and online services such as the website.
- Increase access between the City of Marion and the community, especially with different audiences who may not receive messages through traditional channels, such as young people and people who are housebound.
- Strengthen the City of Marion's reputation as being responsive, consultative, participatory, and transparent.
- Develop and manage an online community that is a safe and respectful place where members are encouraged to communicate and interact with City of Marion and each other, without any defamatory or inappropriate content.
- Involve the community in strategic direction and planning processes by promoting community consultation projects and engagement opportunities to seek public opinion.
- Identify issues circulating in the community.

- Promote local businesses, organisations, and events located within the City of Marion and local catchment area that may be of interest to the local community, in accordance with the advertising principles in the *City Limits Publications Policy*.
Note: Promotion is at the absolute discretion of the City of Marion.
- Promote City of Marion Social Media Accounts and other Council accounts by sharing posts or mentioning other accounts where possible.
- Rapidly correct inaccuracies and false allegations levelled against Council Staff or Elected Members.

Social media accounts

The City of Marion opens and maintains Social Media Accounts to positively engage and communicate with target audiences in the community.

Approval is required from Manager Customer Experience to open or close Social Media Accounts for the City of Marion.

Social media publishers

Social Media Publishers are appointed to Social Media Accounts and assigned responsibility for creating, publishing and managing account content.

4.2 Staff use of social media

Use of social media whilst at work

Staff may access Social Media Accounts whilst at work to perform assigned duties and when contributing to the achievement of City of Marion goals and objectives.

Staff may access Social Media in a personal capacity whilst at work, when not on duty, subject to the *Acceptable Use Policy*.

Personal use of social media

Staff who are residents, ratepayers or customers of Council services may participate in community debate about an issue that personally affects them. Staff must make it clear that any comments posted on the issue are purely personal and do not represent the views or official position of Council or the City of Marion.

When using Social Media for personal use, Staff must never disclose or comment on confidential information about the City of Marion, Council or its operations that has been acquired through their position in Council.

4.3 User posts on City of Marion social media accounts

User conduct

The City of Marion encourages open conversation and debate, and welcomes ideas, questions, complaints, and feedback via its Social Media Accounts.

Users are expected to:

- comply with third-party platform terms of service and community guidelines, and all local, state, and federal laws and regulations
- communicate and behave in a respectful and appropriate manner
- not post or publish inappropriate or irrelevant content.

Disclaimer

The City of Marion does not warrant the accuracy of user content posted on its Social Media Accounts. Any content, comments, views or opinions posted by users may not necessarily represent the views or official position of Council or the City of Marion.

4.4 Inappropriate or irrelevant social media content

For the purpose of this Policy, inappropriate or irrelevant Social Media content includes but is not limited to:

- racist, sexist or sexual content
- threats or abuse
- bullying or harassment
- offensive or obscene content or profanity
- derogatory or defamatory content
- unlawful or discriminatory content
- content that breaches a person's privacy or personal details e.g. phone number, without consent
- content that is confidential or subject to copyright or intellectual property that is posted without consent
- political lobbying or anti-social content
- spam, junk or advertising
- content relating to a third party not affiliated or connected with the City of Marion
- content that does not relate to the City of Marion or Council business
- content that is not suitable for a community of all ages
- any other content that the City of Marion / Council deems inappropriate or irrelevant.

4.5 Policy breaches or non-compliance

Staff

Staff who fail to comply with this Policy may be deemed in breach of the *Staff Code of Conduct* and be subject to performance counselling and/or disciplinary action. Depending upon the seriousness of the matter, this may include suspension or termination of employment as approved by the Chief Executive.

Third party users

The City of Marion reserves the right to remove inappropriate or irrelevant content posted on its Social Media Accounts or block a user who fails to meet conduct expectations in order to maintain a safe and respectful online community.

5. DEFINITIONS

<i>Term</i>	<i>Definition</i>
<i>City of Marion/Council</i>	The Corporation of the City of Marion Council and its Elected Members, staff, policies, services, suppliers, stakeholders, or any other council related issues.
<i>Community</i>	People who live, work, study, conduct business and use the facilities or public places in the City of Marion.
<i>Content</i>	Words, imagery, videos or web links published to a social media account.
<i>Local catchment area</i>	City of Marion and surrounding council areas from where visitors or customers travel, including Holdfast Bay, West Torrens, Unley, Mitcham and Onkaparinga.
<i>Publish</i>	The uploading of content to a social media account, such as a status update, comment, post, tweet, photo, video or link.
<i>Social media</i>	Web-based tools and smartphone applications that allow users to easily connect and communicate with each other as well as publish, share, and discuss information content such as text, photos, video, and audio. Social media websites are characterised by interaction, collaboration, and user-generated content, with a focus on building online communities of people who share interests and/or activities.
<i>Social media platform</i>	Means a third-party online tool used for communication, promotion and conversation including, but not limited to, Facebook, Instagram, LinkedIn, YouTube, and Twitter.

<i>Term</i>	<i>Definition</i>
<i>Social media account</i>	Includes an account, profile, page, group, chat group, channel, platform, company, presence or avatar (a graphical representation of a user or their alter-ego/character) used for Social Media.
<i>Social media publisher</i>	Staff authorised to create, publish and manage Social Media content on behalf of the City of Marion.
<i>Staff</i>	Any person carrying out duties or performing tasks for and on behalf of the City of Marion whether they are paid or unpaid, including employees, contractors, consultants, volunteers, students or any other persons that are involved with the City of Marion.

6. ROLES AND RESPONSIBILITIES

<i>Role</i>	<i>Responsibility</i>
<i>Social Media Publisher</i>	• Create and publish content for assigned City of Marion Social Media Accounts. • Monitor and review account content on a regular basis; update or remove content as required. • Respond to Social Media enquiries in a timely manner. • Manage inappropriate or irrelevant content posted by users; remove content or block users as approved.
<i>Staff</i>	• Comply with this Policy.
<i>Manager Customer Experience</i>	• Appoint Social Media Publishers. • Approve the opening and closing of Social Media Accounts for the City of Marion. • Approve the removal of content or blocking of third-party users who fail to meet conduct expectations for posting on City of Marion Social Media Accounts.

7. REFERENCES

City of Marion

- Acceptable Use Policy
- City Limits Publications Policy
- Code of Conduct for Council Members
- Internet & Email Access and Usage Policy
- Staff Code of Conduct
- Strategic Plan 2019-2029

Other

- Australian Human Rights Commission Act 1986 (Cth)
- Civil Liability Act 1936 (SA)
- Copyright Act 1968 (Cth)
- Criminal Law Consolidation Act 1935 (SA)
- Defamation Act 2005 (SA)
- Equal Opportunity Act 1984 (SA)
- Facebook Community Standards
- Facebook Advertising Policy
- Fair Trading Act 1987 (SA)
- Fair Work Act 1994 (SA)
- Freedom of Information Act 1991 (SA)
- Instagram Community Guidelines
- LinkedIn Professional Community Policies
- Local Government Act 1999 (SA)
- Local Government (Elections) Act 1999 (SA)
- Lottery and Gaming Act 1936 (SA)
- Privacy Act 1988 (Cth)
- Spam Act 2003 (Cth)
- State Records Act 1997 (SA)
- Twitter Rules
- YouTube Policies

8. REVIEW AND EVALUATION

This Policy will be reviewed by Council every four years in accordance with the City of Marion Policy Framework or sooner if required.