

Policy title:	Social Media Policy
Policy number:	8.5.3
Objective:	To have clear parameters on conduct when using digital and social media platforms.
Link to community vision/service:	An inclusive and aware community and community participation in decision making.
Program Area:	Corporate Services
Policy created: 9/4/2013	Council reviewed:
Last reviewed by staff: 23/2/2015	TRIM Ref: EF14/363

1. Purpose

The Social Media Policy and the Social Media Guidelines provide Lismore City Council staff and Councillors with clear parameters on conduct when representing Council on digital and social media platforms. The policy will protect Council against potential issues arising from online interactions.

2. Exceptions

This policy does not cover personal use of social media. Refer to the Social Media Guidelines for guidance on personal use.

3. Principles

- 3.1. Lismore City Council Social Media Guidelines are to be followed by all staff and Councillors using digital and social media platforms on Council's behalf.
- 3.2. Council staff and Councillors representing Council online must adhere to Lismore City Council's [Code of Conduct](#) and abide by all relevant Council policies, procedures and statutory documents including the Government Information (Public Access) Act 2009 and the Privacy and Personal Information Protection Act 1998.

4. Using social media platforms (e.g. Facebook page, Twitter account etc.)

- 4.1. New and existing digital and social media platforms officially representing Council may only be created and/or operated with the authorisation of the General Manager or Media and Communication staff.
- 4.2. Council staff and Councillors using digital and social media platforms in a professional capacity must identify themselves and be authorised to represent Council.

- 4.3. New digital and social media platforms can only be created for information delivery, customer service, citizen engagement, recruitment or business development.

5. Customer service standards

- 5.1. Once established, digital and social media platforms must be maintained and resourced appropriately by Council with assigned budgets and operational guidelines.
- 5.2. Monitoring – activity on digital and social media platforms will be subject to an internal audit annually to ensure policy and procedural compliance.

6. Appropriate use

- 6.1. Digital and social media platforms created, maintained and moderated on Council equipment and during work hours are only to be used for Council purposes.
- 6.2. Lismore City Council will not tolerate content that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches Council's [Code of Conduct](#) or is otherwise unlawful. Such content will be removed. Users who breach Council's Social Media Policy may be banned from accessing Council's digital and social media platforms. This includes identified moles (a fake personality or someone trying to falsely promote themselves or their company) or a troll (someone posting inflammatory remarks to provoke). Council also reserves the right to moderate content from individuals who seek to monopolise and dominate Council's digital and social media platforms for their own purposes.
- 6.3. Any digital or social media platform being used in an inappropriate way may be discontinued or shut down.
- 6.4. Any person found to be acting inappropriately may have their access to digital and social media platforms removed and may face other disciplinary action.

7. Reviewing Social Media Policy and Guidelines

With digital technology in such rapid change and social media etiquette still emerging and evolving, the Social Media Policy and Social Media Guidelines should be reviewed on an annual basis to ensure they are comprehensive, relevant and up to date.