

1. POLICY STATEMENT

With the growing use of social media, the City of Marion recognises the opportunity to connect further with the community. Social media allows the community to share their thoughts, feelings and ideas with the Council and vice versa. This will result in genuine two-way communication and engagement.

Social media forms part of the City of Marion's Digital Communication and Engagement Strategy. It aims to build strong and positive relationships with the community and stakeholders.

Social media tools will be integrated into the official website and other channels so that all of City of Marion's communication and engagement, including traditional methods, actively promote and complement each other.

The use of social media will be conducted in an appropriate and professional manner, hence upholding the integrity and professionalism of City of Marion's reputation in the online environment.

This policy outlines how social media will be used across the City of Marion on Council business or relevant topics.

This policy should be read in accordance with the *Social Media Procedure* and relevant documentation.

2. DEFINITIONS

City of Marion – The Corporation of the City of Marion Council and its Elected Members, staff, policies, services, suppliers, stakeholders or any other council related issues.

Social media – 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.

Online/digital communications – any communications that takes place using the internet.

Platform/tool/site – a social media website, such as Facebook, Twitter or YouTube.

Account – a profile on a single social media platform.

Content – any information that can be published to an account, such as statements, photos, and videos.

Publish – the uploading of content to an account, such as a status update, comment, post, tweet, photo, video or link.

Staff – 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.

Community – people who live, work, study, conduct business and use the facilities or public places in the City of Marion.

Documentation – social media documents (listed in references) to assist staff in best practice use.

Local catchment area – City of Marion and surrounding council areas from where visitors or customers travel, including Holdfast Bay, West Torrens, Unley, Mitcham and Onkaparinga.

3. SCOPE / APPLICATION

This policy is applicable to any social media sites in the online environment including, but not limited to, social networking sites, microblogging sites, photo sharing sites, video sharing sites, media sites, blogs, wikis, forums and discussion boards. As the digital landscape is ever-evolving, this policy captures any new platforms that emerge.

This policy is applicable to all staff who use the City of Marion social media accounts. Where staff refer to City of Marion in their personal accounts, this policy will come into effect.

This policy does not apply to Elected Members' personal use of social media, provided that the City of Marion is not referenced in a manner which defames the Corporation, Elected Members or staff. In this event, this policy will come into effect.

4. USE OF SOCIAL MEDIA

The City of Marion will use social media as follows:

- 4.1 Maintain accounts for target audiences where positive social media engagement might be most successful.
- 4.2 Regularly maintain and monitor the accounts to ensure content is published on a regular basis; enquiries are responded to in a timely manner; and any inappropriate use of the account is dealt with appropriately.
- 4.3 Regularly communicate and promote City of Marion news, initiatives and events - and actively listen to the community's views.
- 4.4 Raise the profile and public awareness of council business, services, public resources and facilities.
- 4.5 Provide more opportunity for timely responses to relevant customer enquiries, and provide referrals to other communication methods if needed, particularly other digital tools and online services such as the website.
- 4.6 Increase access between 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 home-bound.
- 4.7 Strengthen City of Marion's reputation as being responsive, consultative, participatory and transparent.
- 4.8 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.
- 4.9 Involve the community in strategic direction and planning processes by promoting community consultation projects and engagement opportunities to seek public opinion.
- 4.10 Identify issues circulating in the community.
- 4.11 Promote local businesses, organisations and events that are located within the City of Marion and local catchment area that may be of interest to the local community, in accordance with the City Limits Publications Policy Advertising Principles (5.4 and 5.5). Promotion is at the discretion of the City of Marion.
- 4.12 City of Marion social media accounts should actively promote other council accounts by sharing posts or mentioning each other where possible.

5. POLICY REVIEW

This policy was initially adopted on 27 March 2012 and was reviewed and updated in line with a report to Council after a period of 6 months from the initial implementation of social media accounts. This revised policy was adopted on 11 December 2012 and will be reviewed at least once in every term of Council.

6. STRATEGIC OBJECTIVES

Use of social media links to the following strategic objectives:

- 6.1 EG.4.1 - Ensuring that council's engagement, consultation and communications strategies are resourced, and have the means of accessing all stakeholders.
- 6.2 EG.4.3 - Identifying and implementing best practice community engagement, consultation and communication strategies.
- 6.3 EG.4.4 - Managing and presenting information to council, the community and other stakeholders in a manner that is transparent, balanced and adds value to decision making.
- 6.4 SQ 2.1 - Continuously improve our service delivery to balance customer expectation, value of service and organisational capacity to deliver.

7. REFERENCES

Social Media Procedure
Digital Communications and Engagement Strategy
Internet & Email Access and Usage Policy
Community Consultation Policy
Records & Document Management Policy
Publications Policy

8. RELEVANT LEGISLATION

Copyright Act 1968 (Cth)	Local Government (Elections) Act 1999 (SA)
Criminal Law Consolidation Act 1935 (SA)	Equal Opportunity Act 1984 (SA)
Defamation Act 2005 (SA)	Australian Human Rights Commission Act 1986 (Cth)
Fair Trading Act 1997 (SA)	Spam Act 2003 (Cth)
Fair Work Act 1994 (SA)	Privacy Act 1988 (Cth)
Freedom of Information Act 1991 (SA)	State Records Act 1997 (SA)
Local Government Act 1999 (SA)	Civil Liability Act 1936 (SA)

9. AUTHOR

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