

## Social Media Policy

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### 1. Part 1 – Principles

1.1 We, the Councillors, Staff and other officials of City of Parramatta Council (**Council**), are committed to upholding and promoting the following principles of Social Media engagement:

- Openness** Our Social Media platforms are places where anyone can share and discuss issues that are relevant to our Council and the community we represent and serve.
- Relevance** We will ensure our Social Media platforms are kept up to date with informative content about our Council and community.
- Accuracy** The content we upload onto our Social Media platforms and any other Social Media platform will be a source of truth for our Council and community and we will prioritise the need to correct inaccuracies when they occur.
- Respect** Our Social Media platforms are safe spaces. We will uphold and promote the behavioural standards contained in this Policy and our Council’s Code of Conduct when using our Social Media platforms and any other Social Media platform.

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## 2. Part 2 – Administrative framework for Council’s Social Media platforms

### Platforms

2.1 Council will maintain a presence on Social Media platforms including, but not limited to:

(a) Facebook:

- i. City of Parramatta
- ii. AT Parramatta
- iii. Riverside Theatre
- iv. Parramatta Library
- v. Wentworth Point Community Centre and Library
- vi. National Theatre of Parramatta
- vii. Liveable Parramatta
- viii. History and Heritage
- ix. Participate Parramatta
- x. Parramatta Farmers Market
- xi. PAS
- xii. Active Parramatta
- xiii. Parramatta Lanes
- xiv. PHIVE
- xv. Parramatta Aquatic Centre

(b) Instagram:

- i. City of Parramatta
- ii. AT Parramatta
- iii. PAS
- iv. Riverside Theatre
- v. Parramatta Lanes
- vi. Active Parramatta
- vii. Parramatta Farmers Market
- viii. History and Heritage
- ix. Wentworth Point CC
- x. PHIVE
- xi. Parramatta Aquatic Centre
- xii. Liveable Parramatta
- xiii. City of Parramatta Libraries

(c) Twitter:

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- i. City of Parramatta
- ii. AT Parramatta
- iii. Parramatta Library
- iv. Riverside Theatre
- (d) LinkedIn:
  - i. City of Parramatta
  - ii. AT Parramatta
  - iii. Riverside Theatre
- (e) You Tube:
  - i. City of Parramatta
  - ii. Parramatta Library
  - iii. Riverside Theatres

2.2 Council's Social Media platforms must specify or provide a clearly accessible link to the 'House Rules' for engaging on the platform.

#### **Establishment and deletion of Council Social Media platforms**

- 2.3 A new Council Social Media platform, or a Social Media platform proposed by a Council related entity (for example, a Council committee), can only be established or deleted with the written approval of the Social Media Advisor or Digital and Creative Manager.
- 2.4 Where a Council Social Media platform is established or deleted in accordance with clause 2.3, the Chief Executive Officer or their delegate may amend clause 2.1 of this Policy without the need for endorsement by Council's Governing Body.

#### **Appointment and role of the Social Media Advisor**

- 2.5 Council will employ a designated Social Media Advisor reporting to the Digital and Creative Manager.
- 2.6 The Social Media Advisor's role is to:
- (a) approve and revoke a member of Staff's status as an Authorised User;
  - (b) develop and/or approve the training and/or induction to be provided to Authorised Users;
  - (c) maintain a register of Authorised Users;
  - (d) maintain effective oversight of Authorised Users;

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- (e) moderate Council's Social Media platforms in accordance with Part 5 of this Policy;
- (f) ensure Council complies with its record keeping obligations under the *State Records Act 1998 (NSW)* in relation to Social Media (see clauses 7.1 to 7.4 of this Policy);
- (g) ensure Council adheres to the rules of the Social Media platform(s); and
- (h) coordinate with Council's Digital and Creative team to ensure Council's Social Media platforms are set up and maintained in a way that maximises user friendliness and any technical problems are resolved promptly.

2.7 The Social Media Advisor may delegate their functions under paragraphs (e) and (f) of clause 2.6 to Authorised Users.

2.8 The Social Media Advisor is an Authorised User for the purposes of this Policy.

### Authorised Users

2.9 Authorised Users are members of Council Staff who are authorised by the Social Media Advisor to upload content and engage on Social Media on Council's behalf.

2.10 Authorised Users should be members of Council Staff that are responsible for managing, or have expertise in, the events, initiatives, programs or policies that are the subject of the Social Media content.

2.11 The Social Media Advisor will appoint Authorised Users when required.

2.12 An Authorised User must receive a copy of this Policy and induction training on Social Media use and Council's obligations before uploading content on Council's behalf.

2.13 The role of an Authorised User is to:

- (a) ensure, to the best of their ability, that the content they upload onto Social Media platforms is accurate;
- (b) correct inaccuracies in Council generated content;
- (c) engage in discussions and answer questions on Council's behalf on Social Media platforms;
- (d) keep Council's Social Media platforms up to date; and
- (e) where authorised to do so by the Social Media Advisor:

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- i. moderate Council's Social Media platforms in accordance with Part 5 of this Policy; and
- ii. ensure Council complies with its record keeping obligations under the *State Records Act 1998* (NSW) in relation to Social Media (see clauses 7.1 to 7.4 of this Policy).

2.14 When engaging on Social Media on Council's behalf (such as, but not limited to, on a community Social Media page), an Authorised User must identify themselves as a member of Council Staff but they are not obliged to disclose their name or position within the Council.

2.15 Authorised Users must not use Council's Social Media platforms for personal reasons.

#### **Administrative tone**

2.16 Authorised Users upload content and engage on Social Media on Council's behalf. Authorised Users must use language consistent with that function and avoid expressing or appearing to express their personal views when undertaking their role.

2.17 Authorised Users may use more personal, informal language when engaging on Council's Social Media platforms, for example when replying to comments.

#### **Register of Authorised Users**

2.18 The Social Media Advisor will maintain a register of Authorised Users. This register is to be reviewed annually to ensure it is fit-for-purpose.

#### **Ceasing to be an Authorised User**

2.19 The Social Media Advisor may revoke a member of Staff's status as an Authorised User, if:

- (a) the member of Staff makes such a request;
- (b) the member of Staff has failed to comply with this Policy; or
- (c) the Social Media Advisor is of the reasonable opinion that the member of Staff is no longer suitable to be an Authorised User.

### **3. Part 3 – Administrative framework for Councillors' Social Media platforms**

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- 3.1 For the purposes of this Policy, Councillor Social Media platforms are not Council Social Media platforms. Part 2 of this Policy does not apply to Councillors' Social Media platforms. The Social Media Procedures Guide, which is attached to this Policy as Schedule 1, forms part of this Policy.
- 3.2 Councillors are responsible for the administration and moderation of their own Social Media platforms (in accordance with Parts 3 and 5 of this Policy), and ensuring they comply with the record keeping obligations under the *State Records Act 1998* (NSW) (see clauses 7.1 to 7.4 of this Policy) and Council's Records Management Policy in relation to Social Media.
- 3.3 Clause 3.2 also applies to Councillors in circumstances where another person administers, moderates, or uploads content onto their Social Media platform.
- 3.4 Councillors must comply with the rules of the platform when engaging on Social Media.

### Induction and training

- 3.5 Councillors who engage, or intend to engage, on Social Media must receive induction training on Social Media use. Induction training can be undertaken either as part of the Councillor's induction program or as part of their ongoing professional development program.

### Identifying as a Councillor

- 3.6 Councillors must identify themselves on their Social Media platforms in the following format:

*Councillor "First Name and Last Name".*

- 3.7 A Councillor's Social Media platform must include a profile photo which is a clearly identifiable image of the Councillor.
- 3.8 If a Councillor becomes or ceases to be the mayor, deputy mayor, or the holder of another position (for example, chairperson of a committee), this must be clearly stated on the Councillor's Social Media platforms and updated within 14 days of a change in circumstances.

### Other general requirements for Councillors' Social Media platforms

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- 3.9 Councillor Social Media platforms must specify or provide a clearly accessible link to the 'House Rules' for engaging on the platform.
- 3.10 A Councillor's Social Media platform must include a disclaimer to the following effect:
- "The views expressed and comments made on this social media platform are my own and not that of the Council".*
- 3.11 Despite clause 3.10, Mayoral or Councillor media releases and other content that has been authorised according to Council's media and communications protocols may be uploaded onto a Councillor's Social Media platform.
- 3.12 Councillors may upload information that has been made publicly available by Council on its website or on any Council social media platforms onto their Social Media platforms.
- 3.13 Councillors may use more personal, informal language when engaging on their Social Media platforms.

#### **Councillor queries relating to Social Media platforms**

- 3.14 Questions from Councillors relating to their obligations under this Policy, technical queries relating to the operation of their Social Media platforms, or managing records on Social Media should be directed to the Group Manager Communications and Customer Engagement.

#### **Other Social Media platforms administered by Councillors**

- 3.15 A Councillor must advise the Group Manager Communications and Customer Engagement of any Social Media platforms they administer on which content relating to Council or Council Officials is, or is expected to be, uploaded. The Councillor must do so within:
- (a) 28 days of becoming a Councillor, or
  - (b) 14 days of becoming the administrator.

#### **4. Part 4 – Standards of conduct on Social Media**

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- 4.1 This Policy only applies to Council Officials' use of Social Media in an official capacity or in connection with their role as a Council Official. The Policy does not apply to personal use of Social Media that is not connected with a person's role as a Council Official.
- 4.2 Council Officials must comply with Council's Code of Conduct when using Social Media in an official capacity or in connection with their role as a Council Official.
- 4.3 Council Officials must not use Social Media to post or share comments, photos, videos, electronic recordings or other information that:
- (a) is defamatory, offensive, humiliating, threatening or intimidating to other Council Officials or members of the public;
  - (b) contains profane language or is sexual in nature;
  - (c) constitutes harassment and/or bullying within the meaning of the *Model Code of Conduct for Local Councils in NSW*, or is unlawfully discriminatory;
  - (d) is contrary to their duties under the *Work Health and Safety Act 2011* and their responsibilities under any policies or procedures adopted by Council to ensure workplace health and safety;
  - (e) contains content about Council, Council Officials or members of the public that is misleading or deceptive;
  - (f) divulges confidential Council information;
  - (g) breaches the privacy of other Council Officials or members of the public;
  - (h) contains allegations of suspected breaches of Council's Code of Conduct or information about the consideration of a matter under the *Procedures for the Administration of the Model Code of Conduct for Local Councils in NSW*;
  - (i) could be perceived to be an official comment on behalf of Council where they have not been authorised to make such comment;
  - (j) commits Council to any action;
  - (k) violates an order made by a court;
  - (l) breaches copyright;
  - (m) constitutes spam; or
  - (n) is in breach of the rules of the Social Media platform.
- 4.4 Council Officials must:
- (a) attribute work to the original author, creator or source when uploading or linking to content produced by a third party; and

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- (b) obtain written permission from a Minor’s parent or legal guardian before uploading content in which the Minor can be identified.

- 4.5 Council Officials must exercise caution when sharing, liking, retweeting content as this can be regarded as an endorsement and/or publication of the content.
- 4.6 Council Officials must not incite or encourage other persons to act in a way that is contrary to the requirements of this Part.
- 4.7 Councillors must uphold and accurately represent the policies and decisions of Council’s Governing Body but may explain why they voted on a matter in the way that they did (see section 232(1)(f) of the *Local Government Act 1993* (NSW)).

## 5. Part 5 – Moderation of Social Media platforms

**Note: Councils and Council Officials should be aware that they may be considered a ‘publisher’ of any content uploaded onto a Social Media platform they administer, including content that:**

- is uploaded by a third party; and/or
- appears on their Social Media platform because they have ‘liked’, ‘shared’, or ‘retweeted’ the content, or similar.

- 5.1 Council Officials who are responsible for the moderation of Council’s or Councillors’ Social Media platforms may remove content and ‘block’ or ban a person from those platforms. Such actions must be undertaken in accordance with this Part.
- 5.2 For the purposes of this Part, ‘Social Media platform’ and ‘platform’ means both the Council’s and Councillors’ Social Media platforms.

### House Rules

- 5.3 Social Media platforms must state or provide an accessible link to the ‘House Rules’ for engaging on the platform.
- 5.4 At a minimum, the House Rules should specify:
- (a) the principles of Social Media engagement referred to in clause 1.1 of this Policy;
  - (b) the type of behaviour or content that will result in that content being removed or ‘hidden’, or a person being blocked or banned from the platform;

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- (c) the process by which a person can be blocked or banned from the platform and rights of review;
- (d) a statement relating to privacy and Personal Information (see clause 7.4 of this Policy);
- (e) when the platform will be monitored (for example weekdays 9am – 5pm, during Council’s business hours); and
- (f) that the Social Media platform is not to be used for making complaints about Council or Council Officials. Complaints should be made in accordance with Council’s Complaints Handling Policy.

5.5 For the purposes of clause 5.4(b), third parties engaging on Social Media platforms must not post or share comments, photos, videos, electronic recordings or other information that:

- (a) is defamatory, offensive, humiliating, threatening or intimidating to Council Officials or members of the public;
- (b) contains profane language or is sexual in nature;
- (c) constitutes harassment and/or bullying within the meaning of the *Model Code of Conduct for Local Councils in NSW*, or is unlawfully discriminatory;
- (d) contains content about Council, Council Officials or members of the public that is misleading or deceptive;
- (e) breaches the privacy of Council Officials or members of the public;
- (f) contains allegations of suspected breaches of Council’s Code of Conduct or information about the consideration of a matter under the *Procedures for the Administration of the Model Code of Conduct for Local Councils in NSW*;
- (g) violates an order made by a court;
- (h) breaches copyright;
- (i) constitutes spam; or
- (j) would be in breach of the rules of the Social Media platform.

**Removal or ‘hiding’ of content**

5.6 Where a person uploads content onto a Social Media platform that, in the reasonable opinion of the Moderator, is of a kind specified under clause 5.5, the Moderator may remove or ‘hide’ that content.

5.7 Prior to removing or ‘hiding’ the content, the Moderator must make a record of it.

**Blocking or banning**

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- 5.8 If a person uploads content that is removed or 'hidden' under clause 5.6 of this Policy on four occasions, that person may be blocked or banned from the Social Media platform or all Social Media platforms.
- 5.9 A person may only be blocked or banned from a Council Social Media platform with the approval of the Social Media Advisor. This clause does not apply to blocking or banning a person from a Councillor's Social Media platform.
- 5.10 Prior to blocking or banning a person from a social media platform, the person must, where practicable, be advised of the intention to block or ban them from the platform/all platforms and be given a chance to respond. Any submission made by the person must be considered prior to a determination being made to block or ban them.
- 5.11 The duration of the block or ban is to be determined by the Social Media Advisor, or in the case of a Councillor's Social Media platform, the Councillor.
- 5.12 Where a determination is made to block or ban a person from a Social Media platform/all Social Media platforms, the person must, where practicable, be notified in writing of the decision and the reasons for it. The written notice must also advise the person which Social Media platforms they are blocked or banned from and the duration of the block or ban and inform them of their rights of review.
- 5.13 A person may request a review of a decision to block or ban then from a Social Media platform. The request must be made in writing to the Group Manager Communications and Customer Engagement and state the grounds on which the request is being made.
- 5.14 Where a review request is made under clause 5.13, the review is to be undertaken by the Digital and Creative Manager or a member of Staff nominated by the Digital and Creative Manager who is suitably qualified and who was not involved in the decision to block or ban the person. Where the decision to block or ban the person was made by the Digital and Creative Manager, the review must be undertaken by another senior and suitably qualified member of Staff who was not involved in the decision.
- 5.15 Where a person that is the subject of a block or ban continues to engage on a Social Media platform(s) using an alternative Social Media account, profile, avatar, etc., a Moderator may block or ban the person from the platform(s) immediately. In these circumstances, clauses 5.8 to 5.14 do not apply.

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## 6. Part 6 – Use of Social Media during emergencies

- 6.1 During emergencies, such as natural disasters or public health incidents, the Digital and Creative team will be responsible for the management of content on Council's Social Media platforms.
- 6.2 To ensure consistent messaging both during and after an emergency, Authorised Users and Council Officials must not upload content onto Council's or their own Social Media platforms which contradicts advice issued by the agency coordinating the emergency response, or agencies supporting recovery efforts.
- 6.3 Training on Social Media use during emergencies should be included in training and/or induction provided to Authorised Users and Councillors.

## 7. Part 7 – Records management and privacy requirements

### Records management

- 7.1 Social Media content created, sent and received by Council Officials (including Councillors) acting in their official capacity is a council record and may constitute open access information or be subject to an information access application made under the *Government Information (Public Access) Act 2009* (NSW). These records must be managed in accordance with the requirements of the *State Records Act 1998* (NSW) and Council's approved records management policies and practices.
- 7.2 Council Officials must not destroy, alter, or remove Social Media content unless authorised to do so. If you need to alter or remove Social Media content, you must do so in accordance with this Policy, and consult with Council's records manager and comply with the requirements of the *State Records Act 1998* (NSW).
- 7.3 In fulfilling their obligations under clauses 7.1 to 7.2, Council Officials should refer to any guidance issued by the State Archives and Records Authority of NSW relating to retention requirements for councils' and councillors' Social Media content.<sup>1</sup>

### Privacy considerations and requirements

<sup>1</sup> See State Archives and Records Authority of NSW '*Government Recordkeeping / Advice and Resources / Local Government*' and '*Social media recordkeeping for councillors*'

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- 7.4 Social Media communications are in the public domain. Council Officials should exercise caution about what Personal Information, if any, they upload onto Social Media.
- 7.5 The *Privacy and Personal Information Protection Act 1998* (NSW) applies to the use of Social Media platforms by Council and Councillors. To mitigate potential privacy risks, Council Officials will:
- advise people not to provide Personal Information on Social Media platforms;
  - inform people if any Personal Information they may provide on Social Media platforms is to be used for official purposes;
  - moderate comments to ensure they do not contain any Personal Information; and
  - advise people to contact Council or Councillors through alternative channels if they have Personal Information they do not want to disclose in a public forum.
- 7.6 Council Officials must ensure they comply with the *Health Records and Information Privacy Act 2002* (NSW) when engaging on and/or moderating Social Media platforms. In fulfilling their obligations, Council Officials should refer to any guidance issued by the Information and Privacy Commission of NSW, such as, but not limited to, the Health Privacy Principles.

## 8. Part 8 – Private use of Social Media

**Note: Activities on Social Media websites are public activities. Even though privacy settings are available, content can still be shared and accessed beyond the intended recipients.**

The terms and conditions of most Social Media sites state that all content becomes the property of the site on which it is posted.<sup>2</sup>

### What constitutes 'private' use?

- 8.1 For the purposes of this Policy, a Council Official's Social Media engagement will be considered 'private use' when the content they upload:

<sup>2</sup> Social Media: Guidance for Agencies and Staff (Government of South Australia) – page 9

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- (a) is not associated with, or does not refer to, Council, any other Council Officials, contractors, related entities or any other person or organisation providing services to or on behalf of Council in their official or professional capacities; and
- (b) is not related to or does not contain information acquired by virtue of their employment or role as a Council Official.

### Use of Social Media during work hours

8.3 Council Staff who access and engage on Social Media in their private capacity during work hours must ensure it does not interfere with the performance of their official duties.

## 9. Part 9 – Concerns or complaints

9.1 Concerns or complaints about the administration of Council’s Social Media platforms should be made to Council’s Social Media Advisor in the first instance.

9.2 Complaints about the conduct of Council Officials (including Councillors) on Social Media platforms may be directed to the Chief Executive Officer.

9.3 Complaints about the Chief Executive Officer’s conduct on Social Media platforms may be directed to the Lord Mayor.

## 10. Definitions

In this Social Media Policy, the following terms have the following meanings:

<b>Authorised User</b>	Members of Council Staff who are authorised by the Social Media Advisor to upload content and engage on Council’s Social Media platforms on Council’s behalf.
<b>Council Official</b>	<p>In the case of a council - councillors, members of Staff and delegates of the council (including members of committees that are delegates of the council).</p> <p>In the case of a county council – members, members of Staff and delegates of the council (including members of committees that are delegates of the council).</p>

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	In the case of a joint organisation – voting representatives, members of Staff and delegates of the joint organisation (including members of committees that are delegates of the joint organisation).
<b>Councillor</b>	Any person elected or appointed to civic office, including the mayor and includes members and chairpersons of county councils and voting representatives of the boards of joint organisations and chairpersons of joint organisations.
<b>Governing Body</b>	The elected representatives, called “Councillors”, comprise the governing body of the City of Parramatta Council.
<b>Minor</b>	For the purposes of clause 4.4(b) of this Policy, is a person under the age of 18 years.
<b>Moderator</b>	Refers to the person responsible for reviewing public content on a Social Media account owned by another user, including but not limited to being authorised to moderate, remove, or hide the public content, or blocking or banning users from the account.
<b>Personal Information</b>	Information or an opinion (including information or an opinion forming part of a database and whether or not recorded in a material form) about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion.
<b>Social Media Advisor</b>	Refers to City of Parramatta Council’s Social Media Advisor appointed under clause 2.5 of this Policy. The Office of Local Government’s Model Social Media Policy refers to this position as a council’s social media coordinator.
<b>Social Media</b>	Online platforms and applications - such as but not limited to social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards - that allow people to easily publish, share and discuss content. Examples of Social Media platforms include, but are not limited to Facebook, Twitter, Snapchat, LinkedIn, Yammer, YouTube, Instagram, WeChat, TikTok, Flickr and Wikipedia.
<b>Staff</b>	A person who is directly employed by Council on a full time, part time, temporary, or casual basis.

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<b>REFERENCES</b>	<p><i>Government Information (Public Access) Act 2009 (NSW)</i>  <i>Health Records and Information Privacy Act 2002 (NSW)</i>  <i>Local Government Act 1993 (NSW)</i>  <i>Model Code of Conduct for Local Councils in NSW</i>  <i>Privacy and Personal Information Protection Act 1998 (NSW)</i>  <i>State Records Act 1998 (NSW)</i></p>
<b>ASSOCIATED POLICIES</b>	<p>Code of Conduct and Procedures for the Administration of the Model Code of Conduct          Complaints Handling Policy          Councillor and Staff Interaction Policy          Media Policy          Privacy Management Policy          Records Management Policy          Social Media Procedures Guide</p>
<b>ATTACHMENTS</b>	Nil

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