



Social Media Policy

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1. Scope

This policy applies to the management of social media undertaken on behalf of City of Parramatta Council. This policy is supplemented by Council's Media Policy and Social Media Procedure.

2. Purpose

- To ensure that high quality messaging and content is issued through social media, consistent with Council's brand and formal position on strategic and operational matters.
 - To assist with the generation of positive social media coverage and to protect and enhance the organisations' reputation.
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3. Policy

The Media and Communications team are responsible for managing Council's official social media channels; however additional moderators may be authorised to post on Council's behalf with approval from the Media and Communications team, as outlined in the Social Media Policy Procedure.

Social Media Policy		
Owner Manager Media and Communications	Area: Media and Communications	POL No: 332
Date of Commencement: 2013	Approval Authority: Council	Date Approved: 10 July 2017
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Staff and contractors acting on behalf of Council must obtain approval from the Media and Communications team before using or developing any social media presence in an official capacity.

Staff or contractors representing themselves personally as an employee or contractor of Council or discussing matters related to Council such as its policies, initiatives, decision-making or operations, may be held accountable should those comments have a negative impact on the reputation of Council.

City of Parramatta social media serves to develop and maintain Council's brand and its brand image and should not be used to promote individuals.

The Social Media Policy must be read alongside the Social Media Procedure.

4. Definitions

Social Media: Refers to online channels, spaces and communities of shared interest to create, share and consume content. It is an immediate, collaborative form of online communication that invites two-way dialogue.

Social Media Content: All forms of content published through social media channels such as, but not limited to, Facebook, YouTube and Twitter.

Official Use: Official use is defined as staff using social media as a representative of Council.

Personal Use: Personal use refers to a personal presence on social media outside the banner of Council.

5. Associated Documents

It is acknowledged that this policy may at times intersect with other relevant Council policies, strategies and procedures. Related documents include:

Media Policy (to be registered)
Media Procedure
Social Media Procedure

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