

<b>Title</b>	<b>Social Media</b>
<b>Policy Number</b> (Governance Purpose)	



## Policy Type

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Council

## Policy Purpose

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The City of Cockburn uses Social Media to facilitate interactive information sharing and to provide responsive feedback to the community.

## Policy Statement

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### (1) General Principles

1. This policy applies to any social media accounts, media sharing networks, blogging networks, micro-blogging networks and apps that the City uses, maintains or contributes to.
2. The City of Cockburn may post and contribute to social media hosted by other parties to ensure that the City's strategic objectives are appropriately represented and promoted.
3. The City of Cockburn actively seeks ideas, questions and feedback from the community, however, expects participants to behave in a respectful manner. The City will moderate its social media accounts to address and where necessary, within a reasonable timeframe, delete content which is deemed as:
  - (a) Offensive, abusive, defamatory, objectionable, inaccurate, false or misleading
  - (b) Promotional, soliciting or commercial in nature
  - (c) Unlawful or incites others to break the law
  - (d) Information which may compromise individual or community safety or security
  - (e) Repetitive material copied and pasted or duplicated
  - (f) Content that promotes or opposes any person campaigning for election to the Council, appointment to official office, or any ballot
  - (g) Content that violates intellectual property rights or the legal ownership of interests or another party; and
  - (h) Any other inappropriate content or comments deemed inappropriate.

Where a third party contributor to a City of Cockburn social media account is identified as posting content which is deleted in accordance with the above, the City may at its complete discretion block that contributor for a specific period of time or permanently.

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(2) Use of Social Media in Emergency Management and Response

The City will use social media to communicate and update the community during an emergency incident. Where the City is not the lead agency this will be by sharing lead agency information without creating additional information.

(3) Employee and Elected Member use

1. Employee use of social media is specifically covered under the Employee Code of Conduct.
2. Elected Member use of social media is specifically covered under the Elected Member Code of Conduct.

(4) Official communication undertaken on behalf of the City on Social Media accounts and third party social media accounts must be created and retained as local government records in accordance with the City’s Record Keeping Plan, Records Management.

Strategic Link:	Communications Strategy & Action Plan
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Lead Business Unit:	Corporate Communications
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