

SOCIAL MEDIA

1. Objectives

To provide guidelines on the appropriate use of Social Media as a means of communicating with residents and the wide community.

2. Principles

- This policy should be read in conjunction with and in addition to the Town of Cottesloe's Media Policy.
- Social Media is to be considered a form of 'Media' for the purposes of the Town of Cottesloe's Media Policy.
- This policy deals with issues that are specific to social media.

3. Issues

Social Media sites are fluid and allow comments on the Town's page that are not from the Town itself.

There needs to be guidelines for:

- a. The consideration of comments made by members of the public in response to releases from the Town.
- b. Responding to complaints or enquiries made on social media sites that Town is engaged with.
- c. How such sites are to be monitored.

There needs to be guidance on how and when information is posted to the Town's accounts.

4. Policy

- a. The Town will only engage in social media sites where:
 - Any post to the Town's account is capable of being viewed by the Town prior to it appearing on the Town's page.
 - Any 'tagging' of the Town's account is able to be reported to staff via the sending of an email to a specified address.
 - Users who make offensive statements are able to be reported to the hosts of the site for consideration and action if required.
- b. As the Town's spokesperson, the Chief Executive Officer shall be able to 'post' stories or comment to the Town's page, so long as it complies with the Town's Media Policy.
- c. Where a story or comment is posted to the Town's page, a copy will be emailed to all Elected Members as soon as practical.
- d. If the Chief Executive Officer is of the opinion that a post from another user either:
 - On the Town's page

- Where the Town is tagged by another user
Is offensive the Chief Executive Officer shall have the comment removed and the user reported to the host.
- e. The Chief Executive Officer shall remove any post of a political nature from the Town’s account as soon as practical.
- f. The Chief Executive Officer shall be authorised to respond to any question or comment on the Town’s operations posted on the Town’s page or that the Town is tagged into.
- g. Any comment or story posted on the Town’s Social Media accounts can also be emailed to the residents who have opted into the Town’s email service.

Adopted	28 March 2017
Expected date of review	