



**ORANGE CITY COUNCIL  
ORDINARY COUNCIL MEETING**

**ATTACHMENTS**

**ITEM 5.3  
STRATEGIC  
POLICY REVIEWS**

**21 FEBRUARY 2023**

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# Strategic Policy ST18

## Social Media

FOR EXHIBITION



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All policies can be reviewed or revoked by a resolution of Council, at any time.

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**1 OVERVIEW**

Social media and Local Government in NSW

As in the federal and state jurisdictions, social media has become an important tool in government and political discourse at the local level. In the context of NSW local government, social media has two primary functions:

- a) it is used by councils to interact and share information with their communities in an accessible and often more informal format.
- b) it enables councillors to promote their achievements and address their constituents directly about community issues and events in ways that either complement or bypass traditional news and print media.

In addition, many councils use social media as the platform through which they webcast their meetings. This increases transparency by providing visibility of council decision making in real time.

However, councils and councillors are not immune from the challenges associated with social media, which can pose a significant risk both in a legal sense, and in terms of a council's ability to operate in a unified and coordinated way. It is therefore vital that councils have the right policy settings in place so that both councils and councillors can realise the full benefits of social media whilst mitigating risk.

Clause 3.1(b) of the *Model Code of Conduct for Local Councils in NSW* provides that council officials must not conduct themselves in a manner that is contrary to a council's policies. If adopted by a council, a breach of the policy will be a breach of the council's code of conduct.

**2 PRINCIPLES**

2.1 We, the Councillors, staff and other officials of Orange City Council, are committed to upholding and promoting the following principles of social media engagement:

<b>Openness</b>	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.
<b>Relevance</b>	We will ensure our social media platforms are kept up to date with informative content about our Council and community.
<b>Accuracy</b>	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.
<b>Respect</b>	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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### 3 ADMINISTRATIVE FRAMEWORK FOR COUNCIL'S SOCIAL MEDIA PLATFORMS

#### Platforms

3.1 Council will maintain a presence (but not limited to) on the following social media platforms:

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube

3.2 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

3.3 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 Chief Executive Officer or their delegate.

3.4 Where a Council social media platform is established or deleted in accordance with clause 3.3, the Chief Executive Officer or their delegate may amend clause 3.1 of this policy without the need for endorsement by the Council's governing body.

#### Appointment and role of the Social Media Coordinator

3.5 The Chief Executive Officer will appoint a member of Council staff to be the Council's Social Media Coordinator. The position is to be a senior and suitably qualified member of staff being the Manager Communications & Engagement.

3.6 The Chief Executive Officer may appoint more than one Social Media Coordinator.

3.7 The Manager Communications & Engagement's role is to:

- a) approve and revoke a staff member'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
- e) moderate the Council's social media platforms in accordance with Part 5 of this policy
- f) ensure the Council complies with its record keeping obligations under the *State Records Act 1998* in relation to social media (see clauses 8.1 to 8.4 of this policy)
- g) ensure the Council adheres to the rules of the social media platform(s)
- h) coordinate with the Council's Communications & Engagement team to ensure the Council's social media platforms are set up and maintained in a way that maximises user friendliness and any technical problems are resolved promptly.

3.8 The Manager Communications & Engagement may delegate their functions under paragraphs (e) and (f) of clause 3.7 to authorised users.

3.9 The Manager Communications & Engagement is an authorised user for the purposes of this policy.

#### Authorised users

3.10 Authorised users are members of Council staff who are authorised by the Chief Executive Officer or Manager Communications & Engagement to upload content and engage on social media on the Council's behalf.

3.11 Authorised users may 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.

3.12 The Chief Executive Officer or Manager Communications & Engagement will appoint authorised users when required.

3.13 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.











































