

1 PURPOSE

The purpose of this policy is to enhance the use of social media using best practice standards whilst also ensuring that workplace participants, Elected Members and the community understand their responsibilities when using social media platforms.

2 SCOPE

This policy applies to all City of Darwin workplace participants, Elected Members and members of the community.

3 POLICY STATEMENT

3.1 SOCIAL MEDIA PLATFORMS AND USE

City of Darwin recognises there is a need to both enhance the use of social media using best practice standards whilst also ensuring workplace participants, Elected Members and the community understand their responsibilities when using social media platforms.

Workplace participants and Elected Members are responsible for the content they publish on social media platforms, so it is important they understand what is expected of them while using social media in both a professional and a personal capacity.

Workplace participants must only use social media platforms and applications approved by the Executive Manager Marketing, Communications and Engagement when conducting City of Darwin business or activities.

Elected Members may use official Elected Member social media accounts when conducting Council business or activities.

All content published on City of Darwin's social media accounts must be:

- only public information: personal, confidential or private information must not be published
- accurate, comply with all relevant City of Darwin policies
- respectful of the community
- respectful of City of Darwin and Council
- City of Darwin-related and connected to services provided by City of Darwin
- impartial and comply with the Code of Conduct for Elected Members in the Northern Territory, Code of Conduct for Staff and any other City of Darwin code or policy
- apolitical in nature

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Any content or comments published by workplace participants and Elected Members to either City of Darwin’s social media platforms or to personal or third-party social media accounts that provides evidence of City of Darwin’s administration or business, or is connected to City of Darwin’s statutory, administrative, or other public responsibilities must be actioned in accordance with City of Darwin’s Social Media Procedure.

When contributing content to City of Darwin corporate, divisional and official Elected Member pages, comments from the community should not:

- harass, bully, incite violence, abuse, attack, threaten or discriminate against other users, particularly in reference to an individual or group's age, disability, gender, political leaning, race, religion or sexuality
- participate in trolling, baiting, disrupting a conversation or not be in relation to the original topic
- be false or misleading
- include profanities, obscene or offensive language
- provide other people’s personal information
- comment or share anything that may constitute spam such as advertising, appeals, petitions, requests or endorsements, or promote commercial or political interests. This also includes repeated or shared posts and comments
- speculate and/or comment on legal matters
- upload materials that breach the intellectual property rights of others
- upload malicious software or files
- violate the terms of use of social media platforms
- break the law (including violation of copyright laws) or encourage others to do so
- encourage or incite rioting, picketing or any other actions which may amount to public nuisance

Failure to adhere to the above may result in moderation, un-tagging, removal of posts or comments, and users being blocked from City of Darwin corporate, divisional and official Elected Member social media accounts.

City of Darwin reserves the right to remove comments and take the discussion 'offline' or into a private message if the content is personal in nature or is affecting the experience of the account for other users.

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4 DEFINITIONS

Corporate social media account/page means social media accounts and platforms that have been created and approved by the Executive Manager Marketing, Communications and Engagement that represent the City of Darwin in its entirety.

Elected Members means the individuals holding the office of a member of Council in accordance with the *Local Government Act 2019*, also referred to as Councillors.

Elected Member official social media account/page means where an Elected Member has created their own official social media account/page but they are identified as a Elected Member on the account or page and the account or page is predominantly about their work as an Elected Member. Elected Member will need to have access to a personal social media account/page in order to access and have custodianship of an official Elected Member social media account/page.

Divisional social media account/page means a social media account/page created by the Executive Manager Marketing, Communications and Engagement under City of Darwin’s corporate business account for a division of the City of Darwin.

Personal social media accounts means a social media account or page used predominantly for private use.

Social media means social media consists of online interactive technologies through which individuals, communities and organisations share, co-create, discuss and modify user-generated content or pre-made content posted online.

Social media may include but is not limited to:

- social networking websites (eg Facebook, LinkedIn)
- video and photo sharing websites (eg YouTube, Instagram, TikTok, Snapchat)
- blogs, including corporate and personal blogs
- blogs hosted by media outlets (eg comments on news articles)
- micro-blogging (eg Twitter)
- wikis and other community generated forums, excluding any City of Darwin initiated programs (eg Wikipedia)
- forums, discussion boards and groups (eg Google groups)
- vodcasting and podcasting
- messaging technologies/apps (eg Whatsapp)
- streaming platforms (eg Twitch, Mixer)
- private messaging (eg Messenger)
- geospatial tagging (eg Foursquare, Facebook check-in)

Workplace participant means employees, volunteers, work experience placements, contractors, consultants, and labour-hire staff of City of Darwin.

5 LEGISLATIVE REFERENCES

- *Information Act NT 2002*
- *Local Government Act NT 2019*
- City of Darwin By-Laws 1994

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6 PROCEDURES AND RELATED DOCUMENTS

0015.100.E.R	Elected Member Protocols and Interactions Policy
0036.100.E.R	Caretaker Policy
0094.100.E.R	Breach of Code of Conduct – Elected Members
1040.010.I.N	Register of Delegations and Sub-Delegations
1310.010.I.R	Communications and Media Procedure
1310.100.E.R	Communications and Media Policy
1330.010.I.R	Social Media Procedure
1370.001.E.R	Image Management Form
1370.100.E.R	Image Management and Consent Policy
1380.001.E.R	Brand Guidelines
4000.010.I.R	Code of Conduct – Employees

7 RESPONSIBILITY AND APPLICATION

The implementation, maintenance and compliance with this policy is the responsibility of the Executive Manager Marketing, Communications and Engagement.

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