OBJECTIVES AND MEASURES

Objectives

- Enhance communication and community engagement through effective use of social media to build trust and confidence in Council of the City of Gold Coast (Council) information
- To make staff aware of the risks and their obligations when using social media
- To ensure the use of social media is consistent with key policies, particularly, the External Communication Policy and Code of Conduct for Employees
- To protect and enhance the reputation of Council in the use of social media channels
- To clearly define the social media channels that the Manager Corporate Communication is responsible for.
- Respect the privacy of Officers who use social media for private use.

Performance Measures

- Community satisfaction with the information provided through social media
- Increased community engagement resulting from social media

Risk assessment

Medium

POLICY STATEMENT

Council supports the use of social media as part of an integrated approach to communication and community engagement.

The use of social media must be consistent with the External Communication Policy and the Code of Conduct for Employees.

The application and administration of official social media accounts is governed by the Social Media Procedures attached to this policy.

Use of official social media

Official Council social media accounts are restricted to apolitical administrative use only.

The dissemination of information managed through Council’s official social media platforms must comply with the Social Media Procedures.

Use of personal social media accounts

Officers

Social media is not treated differently to other forms of communication and as such the Code of Conduct for Employees Policy – Section (v) Public Comments on Council business and the External Communication Policy apply to the personal use of social media. A complaint received by Council regarding the use of any social media account by Council officers and breaches the policy or legislation may be subject to disciplinary action.
Use of branding for social media
All branding or use of the Corporate Identity must comply with the Brand Guide. This includes use by Council officers.

SCOPE
This policy applies to:

- the use of social media by officers.
- all social media accounts managed by the Council or managed by external third-parties on behalf of the Council.
- all activities undertaken on a Council social media platform or with a social media tool.

This policy does not apply to Councillors.

DEFINITIONS
Approved social media representative – an officer identified in a social media business case as approved to represent Council on a specific social media campaign account. These officers are approved by the Manager Corporate Communication.

Campaign accounts – social media accounts created for use for a specific purpose (such as a project or event).

Caretaker period – section 90A of the Local Government Act 2009 provides that the caretaker period starts on the day when public notice of the holding of the election is announced by the Electoral Commission of Queensland and ends on the day on which the last declaration of the poll is displayed by the Returning Officer.

Corporate – Is any social media channel identified with The City of Gold Coast branding, namely:
- Facebook - 'City of Gold Coast'
- Instagram - 'cityofgoldcoast'
- Twitter - 'City of Gold Coast'
- Youtube - 'cityofgoldcoast'
- Snapchat - 'City of Gold Coast'
- Pinterest - 'City of Gold Coast'
- Vimeo - ‘City of Gold Coast TV’

Council – Council of the City of Gold Coast.

Employee – permanent, part time, casual or contracted Council officer.

Information asset custodian – A custodian of an information asset is responsible for ensuring corporate information is collected and maintained according to specifications and priorities determined by consultation with the user community, and made available to that community and in a format that conforms with Council’s standards and policies. Custodianship is assigned to a directorate or cross-directorate work units: using some of the following criteria:

- Have sole statutory responsibility for the capture and maintenance of the information.
- Have the greatest operational need for the information.
- Are the first to record changes to the information.
- Are the most competent to capture and/or maintain the information.
- Are in the best economic position to justify collection of the information at source.
- Requires the highest integrity of the information.
Internal use - use of an approved social media platform and approved social media account on an officer-to-officer basis or officer-to-vendor/contractor/3rd party basis for the purposes of communication and collaboration. This should not be confused with general access to social media platforms which is available to all Internet users unless otherwise requested.

Moderation - monitoring and potentially removing content that may be inappropriate, extreme in nature or otherwise unsuitable for the account.

Officer - refers to an employee of Council.

Official account - a social media account established by Council on a particular platform.

Personal information - Information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded or in a material form or not, about an individual whose identity is apparent, or can be reasonably ascertained, from the information or opinion. Personal information includes such record details as a person’s name, age, physical characteristic and tax file number etc.

Personal Social Media Use - any use that is not sanctioned by Council or defined as official work use.

Selfie - a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media.

Social media - a general term to describe the tools and forms of publishing that are based on an interaction online, a conversation, between an author and active readers. In contrast with traditional broadcast media, where the audience is a passive consumer of content, social media tools allow for communication between multiple participants. Often known as social networking.

Social media tools/platform - web based platforms, applications and technologies typically created for informal sharing and discussion of information with other entities. These can include internal or external, private or public blogs, wikis, video sharing sites and other social networking sites where a user is required to create a profile in order to interact with others through the sharing or posting of information.

Social media tools/platforms may include (but are not limited to):
- social networking sites (e.g. Facebook, LinkedIn)
- micro-blogging sites (e.g. Twitter)
- photo sharing sites (e.g. Instagram)
- video sharing sites (e.g. YouTube)
- blogs, both personal and corporate
- wikis and other online collaborations (e.g. Wikipedia)
- forums, discussion boards, online social groups
- instant messaging (e.g. Jabber, Messenger)

Traditional media - television, radio and print media, including specialist and trade publications and internet news services, their journalists, photographers and camera operators.

RELATED POLICIES AND DELEGATIONS
- Code of Conduct for Employees Policy
- Community Consultation Policy
- Equitable Access Policy
- External Communication Policy
- Good Working Relationships Policy
- Information Management and Information Privacy Policy
- ICT Resource Usage Policy
Social Media Policy

- Information Security Policy
- Right to Information and Information Provision Policy
- Signage and Brand Policy
- Gold Coast Brand Guide

LEGISLATION

Local Government Act 2009
Privacy Act 2009
Right to Information Act 2009
Public Records Act 2002
Electronic Transactions (Queensland) Act 2001
Anti-Discrimination Act 1991
Public Interest Disclosures Act 2010
Archives Act 1983

SUPPORTING DOCUMENTS

Attachment A - Social Media Procedures

RESPONSIBILITIES

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<tr>
<th>Sponsor</th>
<th>Chief Operating Officer</th>
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VERSION CONTROL

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1. GENERAL PRINCIPLES

1.1. APPROPRIATE CORPORATE GOVERNANCE

Social media can be used for a variety of purposes including research, employment, marketing and communications, community engagement and service delivery. Official accounts represent a public face of Council and require sufficient governance to ensure appropriate usage and monitoring.

The selection, establishment and use of social media accounts must be based on the suitability for the circumstances and be guided by an approved process endorsed by the Manager Corporate Communication for external use or the Chief Information Officer for internal use.

The planning process should include consideration of the objectives and benefits of using social media, the potential audience for the communication, identification of specific social media tools, sufficient resource allocation to manage the communication, risk mitigation and an appropriate handover or succession plan on conclusion of the communication activities to ensure ongoing support for the account.

2. MANAGE ONGOING RELATIONSHIPS

Social media tools and platforms are ongoing communication channels. Engagement via a social media account differs from traditional 'broadcast' media channels as social media is intended to be similar to a conversation. Official and campaign accounts on social media platforms require appropriate, ongoing resourcing to ensure management of the account.

The creation and use of social media also often implies the intention to maintain an ongoing relationship with the community and therefore all officers need to consider the need for resourcing to continue beyond the life of the project or campaign to continue the relationship with the community via those accounts.

3. MUST BE TRANSPARENT

Council must fully disclose its interactions within social media, including the addition and removal of content. Any officer responding to and/or posting new comments must identify the comment as a response from Council.

All staff must be aware of the Code of Conduct for Employees Policy. Any officer who is publishing content to a social media platform must be familiar with their obligations under the Code of Conduct for Employees Policy and the External Communication Policy.

If Council wishes to close a social media account, the audience of the account must be advised of the reasons for the account’s closure and directed to an alternate source of official information. Campaign accounts must only be closed after consultation with the Corporate Communication branch.

4. LEGISLATIVE AND POLICY REQUIREMENTS

The use of social media can expose Council to risk and potentially compromise compliance with policy and legislation. If using a social media platform, branches must conduct a risk assessment and develop a social media business case. In addition, approved social media representatives must take appropriate action with regard to:

- Privacy
- Security
- Recordkeeping
- Intellectual property
- The potential for user-contributed content to infringe upon the legal rights of others.
Social Media Policy
Attachment A: Social Media Procedures

All usage of social media must comply with applicable legislation and Council policies, including the Complaints (Administrative Actions) Policy and the Information Management and Information Privacy Policy.

5. MEETING ACCESSIBILITY STANDARDS

Council is committed to meeting accessibility standards for all online channels. As a local government organisation, Council recognises its responsibility to provide access to services and information to all Gold Coast residents and visitors equally regardless of ability, channel of choice and use of assistive technologies.

All social media channels must be compliant with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG2.0) and conform to the following levels:

- A Level conformance with Guideline 1.2
- AA Level conformance with all other Guidelines

The accessibility guidelines are available on the World Wide Web Consortium website. Any official social media content published that does not meet the standard must be made available in alternate formats where this would be considered reasonable and where the specific social media platform is capable of delivering this capability.

6. ELECTION / CARETAKER PERIOD

Council’s social media channels may continue to provide regular communication with residents, including event information, program initiatives and general day-to-day Council business that is of public interest during the caretaker period.

Council will not respond to any political comments made or posted during the caretaker period and Council retains the right to remove messages which contravene caretaker conventions, whether from Councillors or members of the public.

Councillors will not be provided with assistance in social media channels in relation to election campaign matters or publicity. Councillors must not promote their own social media channel or websites via Council’s channels.

Social media undertaken during the caretaker period can continue in accordance with the Social Media Policy.

7. ACCESS MANAGEMENT

The Corporate Communication Branch manages access to Council’s Corporate social media accounts. This includes:

- password strength must meet the Council’s password policy – i.e. alpha-numeric, mixture of upper and lower case characters.
- secure storage of account passwords – ie restricted ispot document.
- periodic changes of all passwords (annual).
- changing of shared passwords and/or removal of access of individuals if they separate from council or change roles.
- periodic (annual) review of individuals’ access to social media platforms.
8. RESPONSIBILITIES

MANAGER CORPORATE COMMUNICATION

Responsible for:
- the implementation of the policy
- approval of all Corporate social media accounts (excluding More Gold Coast)
- the approval of social media representatives to communicate on behalf of Council using social media
- the approval of campaign social media accounts
- all content posted on Corporate social media accounts and approving content to be posted on official social media accounts.
- for releasing approved local disaster management communications via social media
- assessing inappropriate comments identified by approved social media representatives and taking appropriate action
- approving user access to social media platforms and tools
- maintaining the Register of approved social media official, internal and campaign accounts
- the approval of accounts for officer-to-officer communication and collaboration and for internal-to-external collaboration where the account is not an official or campaign account.

8.1. CHIEF INFORMATION OFFICER

Responsible for:
- tools and technology platforms to support valid and approved social media user cases
- approving the recordkeeping provisions for campaign accounts where alternate recordkeeping methods are required

8.2. EXECUTIVE COORDINATOR INFORMATION MANAGEMENT

Responsible for providing additional information on W3C accessibility compliance.

8.3. MANAGERS/DIRECTORS

Responsible for:
- approving content provided by social media representatives
- ensuring that all staff and contracted external parties are provided and comply with the Social Media Policy
- ensuring that productivity of their staff is not affected by the use of social media

8.4. SUPERVISORS

Responsible for:
- ensuring that productivity of their staff is not affected by the use of social media.
8.5. APPROVED SOCIAL MEDIA REPRESENTATIVES

Responsible for performing social media account management activities, which includes, but is not limited to:

- ensuring that all social media accounts have suitable recordkeeping and privacy processes in place before posting and that these practices are maintained through the life of the account.
- ensuring that their use of Council’s social media accounts is in accordance with the relevant policies of the platform (terms and conditions or terms of service).
- moderating and responding to comments and direct/private messages
- monitoring their social media accounts for inappropriate comments/information and reporting any inappropriate comments/information to the Manager Corporate Communication.

9. SOCIAL MEDIA USE FOR PERSONAL PURPOSES

It is essential that all users understand that comments made via social media tools are as public as if those comments were made to the media or at a public forum and are open to scrutiny. Personal social media use includes any use that is not sanctioned by Council or defined as official work use.

Council recognises that personal social media accounts are utilised for private purposes including socialising with friends, providing information, hobbies or personal business interests. All officers have an obligation to act responsibly and ethically when communicating about matters related to Council in their personal time. When using social media in a personal capacity, it is important that readers of your posts do not misconstrue your personal comments as representing an official Council.

The Local Government Act 2009, the Employee Code of Conduct and other relevant Council policies apply to the official and personal use of social media during and outside office hours. For example:

- Incidental use of social media during work must be kept to a minimum and not impact adversely upon Council business. Such use should not interfere with productivity, effectiveness and legitimate work activities.
- Access to social media using Council equipment is subject to the provisions of the ICT Usage Policy and Information Security Policy.
- Confidential Council information must never be posted to a personal social media account.
- Personal information posted on line about Council employees and Council customers must comply with Council’s Information Management and Information Privacy Policy. Personal information, including photographs, must not be posted on line without the consent of the person concerned.
- Remarks published on line should not damage the reputation of Council, employees or Council’s customers.
- Social media users are expected to treat each other and members of the public with respect and tolerance. Harassment or discrimination, as defined under the anti-discrimination Act 1991 (QLD), is unacceptable and will not be tolerated. Complaints lodged in relation to harassment or discrimination will be treated seriously and managed in accordance with Council Policy.
- Copyright and provisions for intellectual property apply to on line discussions. Employees must not claim Council reports as their own.
Users should only represent themselves online. Users must not use Council logos, or speak on behalf of Council, unless authorised to do so.

Do not take selfies at work in an identified Council uniform.

In addition, users of social media for personal purposes must ensure that information which is not publicly available and is available only as a result of your employment must not be disclosed. Information which has been classified as IN-CONFIDENCE or above or is UNCLASSIFIED must never be made available on a personal social media account.

9.1. MONITORING OF PERSONAL SOCIAL MEDIA ACCOUNTS AND USAGE
Council will respect an officer’s privacy. Council does not specifically monitor or moderate personal social media accounts or usage on personal equipment outside of work hours. Complaints received regarding statements on social media which do not follow the above principles or breach legislative or policy obligations may be subject to disciplinary action. This includes references to customers, officers, Councillors and the Mayor which could be interpreted as harassing, defamatory, degrading, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating or unlawful.

9.2. PERSONAL USE OF SOCIAL MEDIA VIA COUNCIL’S NETWORK AND EQUIPMENT
All access of social media tools via Council’s Internet access must be in accordance with the ICT Resource Usage Policy and ICT Security Policy. Access to these systems is provided on the basis of reasonable usage and must be utilised in a manner that does not interfere with your work, is inappropriate or excessive.

Council’s Internet, email and social media access must not be used to post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.

All access to the Internet and social media tools via Council resources is monitored and reported to management as per the ICT Resource Usage Policy. Inappropriate or excessive usage will be managed as per the ICT Resource Usage Policy and the Code of Conduct for Employees Policy.

10. AUTHORISING OFFICIAL ACCOUNTS
The creation, use and closure of Council’s social media accounts must be approved by the relevant director AND the Manager Corporate Communication.

Only Council officers approved as “social media representatives” can post to official Council social media accounts. Approval by the Manager Corporate Communication is required to be a social media representative with the exception of officers nominated to be social media representatives by the Mayor (in relation to staff in the Office of the Mayor) or CEO where Manager Corporate Communication approval is not required.

Approved social media representatives are responsible for monitoring their official or campaign social media accounts and for immediately providing information about inappropriate comments to the Manager Corporate Communication.

Outside of the Office of the Mayor and Office of the CEO, social media accounts used for internal purposes, including officer to officer communication, require a valid business imperative and must be approved by the Manager Corporate Communication.
10.1. TYPE OF ACCOUNTS
There are several types of social media which may be applicable for Council use; these include but are not limited to:

- Social Networking websites - online directories that connect people through social and other networks e.g. Facebook,
- Blogs and discussion forums - sites that post information or opinion and are open for comments. Some blogs and forums are maintained by media organisations (including Fairfax, News Ltd and the ABC), while others are established by organisations, private individuals or community/non-profit bodies and Government.
- Micro-blogging sites - are limited word entry posts / comments e.g. Twitter
- Video or image sharing websites (e.g. YouTube, Instagram, Snapchat) - allow organisations and individuals to distribute, share and stream video and other audio visual material online
- Wikis - are online encyclopaedias that individuals and organisations can contribute to or edit e.g. Wikipedia, Future Melbourne
- Any other web site/platform or application that allow individual users or companies to use simple publishing tools

10.2. USE OF SOCIAL MEDIA
All users must comply with relevant policies and legislation when using social media. To further guide use the following standards apply to social media:

- All communication via Council’s externally-facing, official and campaign social media accounts must be in accordance with the External Communication Policy and the Code of Conduct for Employees Policy. The Manager Corporate Communication is responsible for authorising officers to communicate via these channels.
- The use of social media for official Council purposes will be primarily broadcast based (used for providing information only). Council’s intention is to have a managed corporate presence on each relevant social media platform. This will be managed by the Corporate Communication Branch.
- Requests for campaign accounts will need to have a business case, signed by the relevant Director, as to the necessity of a separate account. Discussion on the merits or otherwise of a stand-alone social media site for a business unit (e.g. Clarks Facebook page), must be made in conjunction with Corporate Communication Branch. The Manager Corporate Communication is responsible for approving campaign accounts.
- The preference for social media accounts is a sustainable and long-term account, rather than short-term, project based accounts. In special circumstances (e.g. Commonwealth Games), the Manager Corporate Communication may approve a new social media account for a limited time. This must be accompanied by a business case and for these social media accounts, a closure date and closure process must be identified to ensure Council’s image is not negatively impacted by inactive accounts.
- Only an approved City of Gold Coast social media representative may use a social media platform on behalf of Council. Approval is required from the relevant Director and the Manager of Corporate Communication.
- The operation of official accounts on non-Council devices acceptable only if those devices belong to an approved social media representative and ONLY if the device is secured by passcode/touch ID or equivalent security measures. If a personal device is lost or stolen then the Manager of Corporate Communication must be notified immediately.
• Details on approved social media representatives and approved campaign accounts will be maintained by the Corporate Communication Branch to ensure the appropriate governance of accounts.

• Approved social media representatives will be provided with assistance by the Corporate Communication Branch to give a clear understanding of the policy, the processes for social media communication and risk/reputation management. Staff requiring assistance with the use of specific social media tools may request additional training in specific uses or technological requirements. This training may be provided by external providers and the cost will be the responsibility of the responsibility centre requesting the training. Corporate Communication Branch will be the point of contact to arrange external training support.

10.3. RECORDKEEPING

The City has a responsibility under the Public Records Act 2002 to maintain accurate corporate records. As defined in Council’s Information Management and Information Privacy Policy, a corporate record is anything created, received or kept by Council in the exercise of its statutory, administrative or other public responsibilities or for a related purpose.

In using social media tools, it is possible that corporate records will be created. It is essential that any corporate records created or received during the use of social media tools are retained and managed in accordance with the Information Management and Information Privacy Policy.

Council may use social media channels to re-publish information which is also available on the official website. For example, social media platforms such as Facebook may be used to simply re-post news and other items of communication that are captured and managed elsewhere. When content is duplicated across multiple platforms and has been captured elsewhere in a Council’s recordkeeping system, the duplicate content is not required to be kept for record keeping purposes.

All of the social media platforms that Council is active on automatically retain records of all posts, media, messages and comments that can be searched and accessed by social media officers at any time.

Approved social media representatives are responsible for ensuring that all social media accounts have suitable recordkeeping processes in place before posting and that recordkeeping practices are maintained throughout the life of the account.

10.4. MONITORING OF COMMENTS

All official and campaign social media accounts will be subject to monitoring and moderation, including comments made by third parties. Where possible, the page or site must clearly indicate that all comments or submissions are subject to moderation and may not appear on the site.

Monitoring and moderation of official social media accounts may be undertaken at any time. Monitoring and moderation will not necessarily occur on all accounts and all times and no reliance should be made upon monitoring or moderation occurring to restrict or prevent unnecessary commenting or disclosure. Approved social media representatives are responsible for monitoring their social media accounts and providing information on inappropriate comments/information to the Manager Corporate Communication.

Where approved social media representatives suspect that content on an official or campaign account may be inappropriate, or information has been posted in error, immediate contact must be made with Corporate Communication branch. Where inappropriate content is posted on an internal social media account, the Manager Corporate Communication must be notified immediately.
10.5. INFORMATION PRIVACY

All social media accounts must comply with the Information Privacy Act 2009 and Council’s Information Management and Information Privacy Policy. As most social media platforms are hosted outside of Australia, any requirement to publish or collect personal information (as defined in the Information Privacy Act 2009) must comply with the Act and carry the appropriate disclaimer.

By their nature, social media accounts require those who use it to disclose personal information. All official and campaign social media accounts must provide a link to an appropriate social media collection notice on Council’s website.

All information and photographs posted on an official or campaign social media account must comply with the Information Privacy Act 2009. Any photograph posted which contains personal information (including any image where the identity of a person could be reasonably ascertained) must have had a collection notice issued stating the image page be used by Council. All use of information which contains personal information (including any information where the identity of a person could be reasonably ascertained) requires the person’s consent for this information to be published and sent outside Australia. This includes any personal information of Council officers.

Council is unable to enforce the protection of personal information provided to external social media websites. Personal information collection notices must be provided to customers and their consent obtained before collecting any personal information that may be displayed on the Internet or transferred to a third party outside of Australia. Alternative communications options must be available where individuals do not consent. All officers must consider the need to publish any personal information on a Council social media account.

Approved Social Media Representatives must consent to their routine personal work information being displayed or disclosed via the Internet (including transferred outside of Australia) before being provided with access to Council social media accounts. For additional information or assistance, please contact Corporate Communication branch.

10.6. CITY OF GOLD COAST CORPORATE SOCIAL MEDIA ACCOUNTS

Council maintains an official account on a range of social media platforms. Council’s official accounts are maintained by the Corporate Communication branch and are used for the purposes of providing information on Council projects and activities. A list of current official accounts is available from the Corporate Communication branch.

The Manager Corporate Communication is responsible for all content posted on Council’s official social media accounts. Officers wishing to provide information to one or more official accounts must follow the procedure provided by the Corporate Communication Branch, including obtaining the required permissions and completing a request form. The Manager Corporate Communication is responsible for approving all content to be posted to official social media accounts.

11. CAMPAIGN SOCIAL MEDIA ACCOUNTS

Campaign social media accounts are externally facing social media accounts which are developed and maintained for one specific project or campaign. Campaign sites are intended to be established for a specific purpose, on a specific social media platform and for a specific time period.

Campaign accounts include any social media account for externally facing communication which is in addition to Council’s official accounts. Campaign accounts include any account which is established via a consultancy (where the consultant is responsible for establishing and maintaining the account) or via a partnership arrangement where Council is the lead delivery agent.
12. APPLYING FOR A CAMPAIGN ACCOUNT
Application for a campaign social media account must be made by the Manager wishing to establish the account. A completed social media business case must be signed by the relevant Manager and Director and forwarded to the Manager Corporate Communication for assessment.

The social media business case should be completed in conjunction with the development of the Marketing Communication and Consultation Plan. All intended campaign social media accounts should be discussed with the appropriate marketing and communications strategists before completion of the business case to ensure the appropriate platforms are identified.

The social media business case must identify the appropriate requirements and controls to manage information privacy, recordkeeping, accessibility and security. The business case must also identify at least two nominated officers to become approved social media representatives for that account. Training for these officers in general media, social media and any specific platform training may be arranged at the expense of the requesting branch. The social media business case must also identify the planned approach for closing the account (if identified as an account with a finite term).

12.1. APPROVAL OF A CAMPAIGN ACCOUNT
All social media business cases must be approved by the Manager Corporate Communication before any account may be established. The Manager Corporate Communication will arrange consultation with other stakeholders as appropriate before approval. This may include specific advice on legal, policy or other implications.

On approval by the Manager Corporate Communication, the approved social media representative identified in the business case may arrange any training required and establish the account.

12.2. MONITORING
Campaign social media accounts may be monitored at any time, however, monitoring is not guaranteed. Managers are responsible for ensuring that all requirements of campaign accounts in their branch are met, including recordkeeping, privacy, accessibility and security.

12.3. EXISTING ACCOUNTS
Branches with campaign social media accounts in existence before the adoption of this policy will be required to identify these accounts and register them with the Corporate Communication Branch. Approval to continue the account is required. Information on the recordkeeping, privacy and other processes is to be provided to the Manager Corporate Communication.

Changes to these accounts or account closures must be discussed with the relevant Marketing or Communication Strategist and suitable plans developed to ensure that any transition is in accordance with this policy.

13. SOCIAL MEDIA FOR INTERNAL USE AND COLLABORATION
Council recognises that officers are looking for new ways to share information, collaborate and communicate. Council supports the use of social media to facilitate increased collaboration and communication between officers and to encourage the sharing of information.
While not all social media platforms are appropriate for Council's internal use there are a number of platforms which provide officers with enhanced ability to communicate. Council supports the use of these platforms where they comply with current requirements.

14. REQUESTING THE USE OF AN INTERNAL SOCIAL MEDIA PLATFORM

Social media platforms used for internal purposes, including officer-to-officer communication and officer to vendor/consultant communication must be approved by the Chief Information Officer. The Information Services Branch regularly assesses technology relevant to social media appropriate for use for internal communications and maintains a list of appropriately approved standard platforms.

Officers and branches requiring the use of a social media tool should contact the Help Desk after having their request approved by the Manager Corporate Communication. Unless a specific platform is required, requests will be assessed against the identified requirements and currently approved technology standards. Where a specific platform is required, justification must be provided.

Once approval has been provided by Manager Corporate Communication an account will be established. The requesting officer’s manager is responsible for ensuring that the account complies with all legislative and policy requirements.

14.1. SETTING UP AN INTERNAL SOCIAL MEDIA ACCOUNT

Where an approval has been given and the requested platform is hosted on Council's network, an account will be established by Information Services and provided to the requesting officer(s). Where the approved internal use platform is hosted external to Council's network, the requesting officer(s) will be approved to establish their accounts, however, these must be registered in the Register of approved internal social media accounts maintained by Manager Corporate Communication.

The requesting officer is responsible for ensuring the security of any passwords used and for compliance with recordkeeping, privacy and all other policy requirements.

14.2. SPECIFIC PROVISIONS

Internal social media accounts must not be used for the storage of corporate records. Corporate records must be stored in Council's records management system. Information which is being transmitted via a social media account (for instance for collaborative updating of documents), a copy of the document must be saved into Council’s records management system on finalisation of the document. Any document or information which contains personal information must not be transmitted via a social media account unless this account is hosted on Council’s internal network or specific permission is obtained from the identified person to allow transmission outside of Australia.

Any document or information which has received an information security classification of IN-CONFIDENCE or above must not be uploaded or transmitted via a social media account unless you have received permission from the appropriate Information Asset Custodian. Information which is UNCLASSIFIED must first be classified by the appropriate Information Asset Custodian before uploading to an account. If documents are uploaded for collaborative work, the appropriate Information Asset Custodian must provide specific approval.
15. **DESIGNATED DISASTER MANAGEMENT ACCOUNTS**

Governments are increasingly relying on the use of social media to provide information to the public in the event of a natural disaster or other emergency situation.

Council understands the importance of providing timely information to the community in the event of a disaster and is committed to ensuring that information is available when required. The Queensland Police Service has the lead role for public safety in times of emergency. In support of this Council’s preferred social media outlet for emergency or disaster related information is via the Queensland Police Service official accounts.

To augment this Council may use its corporate social media accounts on suitable platforms for emergency disaster information subject to approval by the Local Disaster Coordinator. Only nominated spokespersons may provide information on these accounts during times of disaster.

On activation of Gold Coast disaster management arrangements and Council’s disaster coordination centre, these accounts may be activated to provide a secondary source of information to the public. These accounts must not be used as the primary source of information provision and all key information must be also distributed via Council’s website.

15.1. **APPROVED REPRESENTATIVES**

In the event that designated disaster management accounts are required, only the nominated spokespersons for disaster management may approve content for informing the public. The nominated spokespersons are the Chair of the Local Disaster Management Group, Deputy Chair of the Local Disaster Management Group (LDMG) and the Local Disaster Coordinator (LDC). The Manager Corporate Communication has responsibility for assisting the LDMG and LDC as the Council’s Public Information Officer by releasing approved disaster management communications.

15.2. **OFFICIAL ACCOUNTS DURING DISASTERS**

During declared disasters, Council’s official social media accounts will be used to communicate normal Council business and disruption to standard services (e.g. closure of parks, disruption to rubbish collection). This use is managed by the Manager Corporate Communication and must follow the standard approval process.