

Social Media Policy

DETAILS

Council Admin

Effective from:	16 October 2021	
Contact officer:	Executive Coordinator – Corporate Communication	
Next review date:	July 2023	
File reference:	IM634/171/10	
eDRMS	This policy	A35788197
	Value Proposition	A39777864

OBJECTIVES AND MEASURES

Objectives	<ul style="list-style-type: none"> Enhance 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 high quality accessible information and content is communicated on Council’s social media channels. To protect and enhance the reputation of Council in the use of social media channels. To ensure the use of social media is consistent with Council strategies, policies and brand position on strategic and operational matters.
Performance Measures	<ul style="list-style-type: none"> Community satisfaction with the information provided through positive sentiment, engagement and audience growth Responsible use of social media by all approved social media representatives.
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. Review of new official accounts will be undertaken by the Executive Coordinator, Corporate Communication (or their delegate).

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.

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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 in an official capacity by an approved social media representative.
- social media accounts managed by Council or managed by external third parties on behalf of the Council.
- all activities undertaken on an official Council social media channel or using a social media tool.

This policy does not apply to:

- Councillors
- Personal social media use
- Internal social media accounts

DEFINITIONS

Advertising spending - Advertising is defined in section 197(3) of the Local Government Regulation 2012 (LGR) as promoting, for the payment of a fee, an idea, goods or services to the public.

Approved social media representative – an officer approved by the Executive Coordinator Corporate Communication (or their delegate) to represent Council using an official digital communication channel.

Caretaker period – section 90A of the Local Government Act 2009 defines the caretaker period as

- (1) The 'caretaker period' for a local government is the period during an election for a local government that -
 - (a) starts on the day when public notice of the holding of the election is given under the Local Government Electoral Act section 25(1); and
 - (b) ends at the conclusion of the election.
- (2) There is no caretaker period during a by-election or fresh election.

Council – Council of the City of Gold Coast.

Employee

- **Local Government employee** – a person holding an appointment with the local government, within its organisational structure, for the performance of the local government's responsibilities.
- **Contingent worker** - A person who is not an employee of the City and is not on the City's payroll, but provides services to the City ad hoc, such as contractors, consultants, temporary workers and advisers.

Election Material - Section 90D of the Local Government Act 2009, defines election material as anything able to, or intended to

- (a) influence an elector about voting at an election; or
- (b) affect the result of an election

Examples - a factsheet or newsletter that raises the profile of a councillor.

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Information asset custodian – A custodian of an information asset is responsible for ensuring information is collected and maintained according to specifications and priorities determined in consultation with the user community, information specialists and made available to that community and in a format that conforms to legislation, documented standards and policies.

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/third 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 - any social media channel identified with City of Gold Coast branding or links to a City of Gold Coast owned website.

Official social media use/official capacity - any use that is sanctioned by Council or defined as official work use.

Official capacity - Activities undertaken while on Council business.

Personal information - Information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about a natural living person whose identity is apparent, or can reasonably be ascertained, from the information or opinion, including a photograph or other pictorial representation of a person.

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

Social media - a general term to describe the tools and forms of publishing that are based on an two-way interaction online. Social media facilitates the creation and sharing of information via virtual communities and online networks. It invites engagement, collaboration, discussion and debate. It enables the development of social and professional networks, groups, followers and contacts.

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, 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
- forums, discussion boards, online social groups
- instant messaging (e.g. WhatsApp, Messenger)

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

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RELATED POLICIES AND DELEGATIONS

- Advertising Spending Policy
- Code of Conduct for Employees Policy
- Community Engagement Policy
- Disaster Management Policy
- Equitable Access Policy
- External Communication Policy
- Good Working Relationships Policy
- Information Management Policy
- Information Privacy Policy
- ICT Resource Usage Policy
- Information Security Policy
- Right to Information and Information Provision Policy
- Signage and Brand Policy

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
Spam Act 2003
Draft News Media Bargaining Code

SUPPORTING DOCUMENTS

Attachment A - Social Media Procedures
 Gold Coast Brand Guide A33101189

RESPONSIBILITIES

Sponsor	Chief Operating Officer
Owner	Executive Coordinator Corporate Communication

VERSION CONTROL

Document	Date	Approved	Amendment
A35788197 v6	16.10.2021	CEO #A71168157	Major amendments
43952475 v4	24.07.17	CEO ispot #63326067	Major changes
43952475 v3	01.12.15	GA15.1126.010/G15.1201.019	Major change – Caretaker period
43952475 v2	14.04.15	COO ispot #48994143	Policy due for review. Nil change.
43952475 v1	19.05.14	COO ispot #43952244	Amendment to policy to revise Social Media Guidelines.
41484309 v1	03.04.14	CEO	New policy

1. GENERAL PRINCIPLES

1.1. APPROPRIATE CORPORATE GOVERNANCE

Official social media 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 a business case endorsed by the Executive Coordinator Corporate Communication (or their delegated officer). The Executive Coordinator Corporate Communication can at their discretion and subject to a business case, authorise other branches within Council to administer functions on social media or publish content using official social media accounts; and that authorisation will be subject to periodic review. See section 11 for further information.

While official social media accounts may be administered by employees in other branches or contractors of Council, the Executive Coordinator Corporate Communication maintains the exclusive right to those social media accounts and will have full access to administer and monitor the accounts at all times. To maintain the integrity of official social media accounts, the Executive Coordinator Corporate Communication, or their delegated officer, will manage login credentials for all accounts as per the digital communication guidelines set out in the Access Control section of this document.

Official social media accounts are restricted to administrative use only.

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 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 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. 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.

Any officer responding or posting comments to a social media platform must be familiar with their obligations under the Code of Conduct for Employees Policy and the External Communication Policy.

For example, if seeking to represent Council as a spokesperson, the approvals process outlined in the External Communication Policy applies.

On professional networking groups and platforms, sharing ideas, comments, likes and views of a professional nature are the exception and only the Code of Conduct still applies. As a general guide your comments must position the City of Gold Coast in a positive light. Do not release information not already publicly available.

4. COMMUNICATION TOOL

Social media facilitates the creation and sharing of information and ideas via virtual communities and online networks. It invites communication, collaboration, discussion and debate. It also enables the development of social and professional networks, groups, followers and contacts.

Social media communication by Council falls broadly into three categories:

Proactive communication – predominantly used on official social media accounts to promote Council programs, services and campaigns.

Reactive communication – when Council responds to incoming enquiries and comments via our Official social media accounts or when Council reacts to emerging issues with outgoing messages.

Crisis communication – for use during emergencies such as significant weather events that may impact community safety, includes messaging from Council as well as the sharing of messaging from trusted authorities/agencies e.g. Queensland Police, Bureau of Meteorology, SES etc.

5. 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.

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.

6. 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.

7. 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.

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

Section 90D of the Local Government Act 2009 prohibits the publication or distribution of election material during the caretaker period.

8. ACCESS CONTROL

Access controls are of critical importance to managing risks in the use of social media platforms because they are often the first line of defence in protecting Council information and reputation.

Council's use of official Social media accounts must adhere to Council's password and account management requirements listed in the Information Management and Information Privacy Policy.

Council requirements include but are not limited to:

- Secure storage of account passwords – i.e. restricted document
- Periodic changes of all passwords (annual)
- Changing of and/or removal of access of social media representatives that leave Council or change roles.
- Periodic (annual) review of social media representatives who have access to official social media accounts.
- Systems in place to ensure access removed when staff movements occur in the Social Media Representative role.
- Must use Multi Factor Authentication (MFA), sometimes called two-factor authentication, to control all Council access to and use of social media platforms and social media management tools where supported by the social media platform or tool. This is to manage the prevailing threats and risks of password-only access (e.g. phishing emails).
- Must configure account recovery and password reset options in a manner that is no less secure than the access method to the social media platform, where possible to do so.
- Ensure that email accounts used for social media recovery are enabled with MFA.
- Where account recovery options are knowledge-based, i.e. use 'secret questions and answers', do not use information that is easily guessable or in the public domain.
- The Facebook account recovery option "Choose friends to contact if you get locked out" must be enabled and relevant social media representatives should choose each other for their 'recovery' friends.

9. RESPONSIBILITIES

EXECUTIVE COORDINATOR CORPORATE COMMUNICATION

Responsible for:

- The implementation of the social media policy and procedures.
- Approval of all official social media accounts and business cases.
- Approval of social media representatives to communicate on behalf of Council using social media in an official capacity.
- Maintaining the master social media register for all users and approved official social media accounts across all branches in Council.
- Approving new social media channels.

9.1. CHIEF INFORMATION OFFICER

Responsible for:

- The approval of internal social media accounts for officer to officer communication and collaboration.
- Approving and facilitating the recordkeeping provisions for official social media accounts.

9.2. MANAGERS/DIRECTORS

Responsible for:

- Ensuring that all staff and contracted external parties are provided and comply with the Social Media Policy.
- Providing a social media representative to approve social media content on behalf of directorate. Contracts for social media management by third parties e.g. Surfers Paradise beachfront markets.
- Keeping a record of approved social media representatives for their branch.

9.3. 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 official social media accounts are used 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 official social media accounts for inappropriate comments/information and escalating any inappropriate comments/information to the Media and Communications officer.
 - Complying with accessibility standards.
 - Providing social media training and guidelines for other officers.

9.4. PUBLIC INFORMATION OFFICER/ MEDIA OFFICER

Responsible for:

- Releasing approved local disaster management communications via official social media channels.
- Handling escalated social media issues.

10. SOCIAL MEDIA ACCOUNTS

10.1. TYPES OF ACCOUNTS

There are several types of social media platforms 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.
- 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
- Any other web site/platform or application that allow individual users or companies to use simple publishing tools.

10.2. LEGACY ACCOUNTS

Branches with 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.

11. AUTHORISING OFFICIAL ACCOUNTS

11.1 APPROVAL

Social media can be used for a variety of purposes including research, employment, marketing and communications, community engagement and service delivery. Official social media accounts represent a public face of Council and require sufficient governance to ensure appropriate usage and monitoring. The selection, establishment and use of official social media accounts must be based on the suitability for the circumstances and be guided by a business case endorsed by the

Executive Coordinator Corporate Communication or their delegated officer.

11.2 BUSINESS CASE

Any request to establish a new official social media account must be made to the Executive Coordinator Corporate Communication or their delegated officer and be accompanied by a business case detailing 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 appropriate succession plan on conclusion of the communication activities to ensure ongoing support for the account.

The business case should be completed in conjunction with the development of the Marketing Communication and channel plan. All proposed new official social media accounts should be discussed with the appropriate marketing and communications Account Officer before completion of the business case; and it is expected that the business case would address all of the criteria and processes outlined by Corporate Communication.

Any business case proposing the creation of a new official social media account should address the below criteria as a minimum:

- Business need
- Goals
- Risk assessment
- Staff skills, resources and responsibilities
- Customer response plan
- KPIs
- Accessibility
- Record keeping
- Marketing/Communication plan
- Implementation plan
- Budget allocation

12 SOCIAL MEDIA USE

Approved Social media representatives who are authorised to use social media in an official capacity as a communication tool must be familiar with, and apply the following when managing the platform.

Administration – an official social media account must be administered by an authorised social media representative approved by the Executive Coordinator Corporate Communication (or their delegated officer).

Be accurate – make sure the information published is correct and cite sources where appropriate. Refer to an appropriate business area where necessary and ensure content has appropriate approvals.

Be impartial – avoid statements that advocate or criticise individuals and organisations. Avoid conflicts of interest through endorsement or criticism of third-party providers, partners, products or services.

Be respectful – be courteous and polite. Be sensitive to diversity. Avoid arguments and don't make personal attacks. Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful content.

Consider – Council employee actions on social media reflect on the City, the Mayor, Councillors, and other Council staff.

Consider intellectual property – respect copyright. Always get permission to use words, images or materials from other sources.

Identity and authenticity – Use first name or authorised Council identity when posting to, or responding from official social media account, on behalf of Council. Limit using where possible last name or any other personal details.

Maintain confidentiality – only post publicly available information. Don't disclose or discuss official or classified information, make commitments or engage in activities on behalf of Council, unless authorised by the appropriate business area to do so.

Make a record – keep records of social media posts made in an official capacity. Classify and store information as set out in the Information Management Policy.

Protect and respect privacy – check the account privacy settings are appropriate for the scope of engagement. Protect privacy and personal information. Don't share the private details of others. Don't disclose details of private conversations unless explicit consent from the relevant parties has been obtained.

Risk management – to ensure risk controls are effectively implemented and monitored, a Risk Management Plan must accompany the business case for a social media initiative.

Social media advertising - Social media targeting, are advertisements served to users on social media platforms. Social networks utilise user information to serve highly relevant advertisements based on interactions within a specific platform. Any advertising done on social media must comply with Council Advertising Expenditure Policy and advertising principals set by individual social media platforms.

12.1 SPONSORSHIP

Each year Council sponsors dozens of events, organisations and businesses. Due to the volume, it is not possible to promote all sponsorships that Council is involved in. It's at the discretion of Corporate Communication as to the appropriateness of promoting a sponsorship via social media.

12.2 FOLLOWING EXTERNAL SOCIAL CHANNELS

The term 'following' is a function of social media. It refers to publicly showing you have an interest in an individual or organisation and is a form of endorsement via your social channel. For this reason Council must choose carefully who it follows and endorses. Criteria includes: A government organisation that Council has a reason to collaborate with, such as QPS, QFES, SES, Seqwater, TransLink etc.

These social channels can be seen as the source of truth and can also be referenced in social media content when required. A business organisation or person that has a formal relationship with Council through sponsorship or a partnership.

12.3 USER GENERATED CONTENT

When resharing user generated content, it is important to first gain permission first and also attribute the owner/author/rights holder in the post using a relevant tag or mention. Should the owner of the content require, as a condition of its consent, any specific actions to be taken such as a watermark placed on the image or the use of the copyright symbol, it is best practise to comply with such conditions.

12.4 SHARING MEDIA CONTENT

Sharing media content from news sources on official social media accounts should comply with Australian Government Legislation regarding sharing media publications such as the Draft News Media Bargaining Code.

12.5 SOCIAL MEDIA COMPETITIONS

It's important that any new social media competitions that are administered or promoted through social media are first approved by Corporate Communication to avoid clashes with other competitions and to ensure that the correct mechanic is implemented to administer the competition.

All competitions administered through social media must:

- Comply with Australian and international laws
- Respect social platform terms and conditions
- Use approved mechanics from Legal Services

13 COMMUNITY MANAGEMENT

13.1 COMMUNITY INTERACTION

Council official social media accounts aim to provide a safe and positive environment for members of the community to receive factual information relating to Council.

Council welcomes all members of the community to its pages, however content posted on Council official social media accounts will be monitored to ensure it is appropriate and complies with these procedures. Comments 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 - this is a breach of privacy and the content will be removed
- 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 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 that 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 Council official social media accounts. Council 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 enjoyment of the page for other visitors.

13.2 DEALING WITH NEGATIVE FEEDBACK

Approved social media representatives should respond to customer comments in social media channels in a similar manner to which they would respond to comments in person. The approved social media representative should alert the media officer to be across issues management in order to quickly create holding statements and monitor the news / media environment / public sentiment.

Allowing comments to accrue unintended is not a good approach. Rather than responding ad hoc or with silence, a plan should be formulated before the need arises. In this way the messages and tone of the responses can be aligned with broader communications strategies.

The first step is to identify the type of negative feedback:

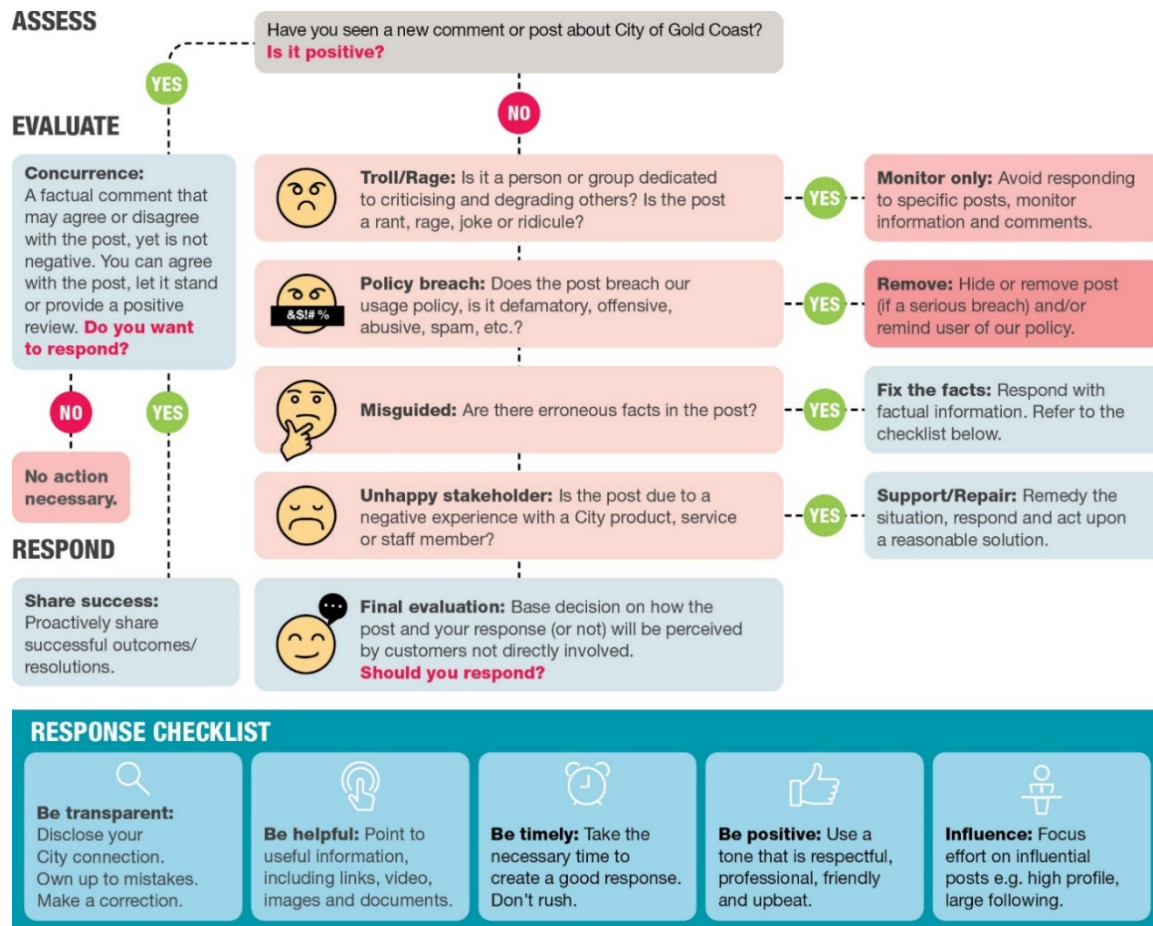
- Legitimate problems
- Constructive criticism
- 'Trolling' or 'spam'.

After determining which type of feedback has been received, the next step is to determine the type of response necessary. The primary rule when responding to all criticism, even the negative type, is to stay positive. Negativity could see a Council officer drawn into a fight with a customer, which will only reflect poorly on Council.

Social media moves quickly and requires timely, well-considered responses. However, not every mention of the Council will require a response.

The following flow chart aims to guide how and when to respond to comments received on Council's official social media channels.

13.3 FLOW CHART



14 RECORDKEEPING

Council 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. 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 official 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 approved social media representatives 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.

15 INFORMATION PRIVACY

All official 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 information and photographs posted on an official 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 platforms. 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 official social media accounts.

For additional information or assistance, please contact Corporate Communication branch.

16 DISASTER MANAGEMENT

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.

Council's preferred social media approach for rapid dissemination of information during a disaster or emergency situation is through resharing information from lead agencies such as Queensland Police Service (QPS) as this provides a single source of truth for the public.

During declared disasters, Council's official social media accounts may also be used to communicate normal Council business and disruption to standard services (e.g. closure of parks, disruption to rubbish collection).

In a declared disaster or emergency, official social media accounts are managed by approved Public Information Officers and must follow the standard approval process set by the Local Disaster Coordinator.