

Logan City Council

Social Media Procedure

Logan City Council
2019

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1 Objective

To establish robust procedures that must be followed by all employees, councillors, and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual employees and volunteers in relation to social media practices. For the purposes of this procedure, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

2 Social Media Usage Framework

1. Logan City Council recognises that there is a need to both enhance the use of social media using best practice standards whilst also ensuring that, employees, councillors and contractors and the community understand their responsibilities when using social media platforms.
2. Council acknowledges the growing popularity of social media both as a communication and educational tool and supports its appropriate use.
3. Council acknowledges the benefits of engaging with the community through social media platforms, but also acknowledges the potential for damage to be caused either directly or indirectly to Council, the City of Logan, members of the community and/or councillors, Council employees and contractors, through the inappropriate use of social media.
4. Council acknowledges that social media is a public forum and Council has a duty of care to ensure that content and comments published on social media adheres to appropriate standards.
5. Misuse of social media undermines Council's ability to share information effectively with the community, and to assist community members to communicate with Council. Misuse of social media could:
 - a. create the wrong impression by using humour, irony or satire which can be misunderstood in impersonal or abbreviated formats;
 - b. mislead the community by publishing information that is inaccurate, incomplete, out of context or confusing;
 - c. lead to the unlawful release of confidential or personal information;
 - d. cause reputational loss, by destroying public confidence in Council;
 - e. damage Council's relationships through unprofessional use of internal social media;
 - f. be detrimental to the effective delivery of services to the community;
 - g. hamper Council's ability to be open and accountable to the community.
6. As social network platforms are open forums, employees, councillors and contractors must understand the responsibilities and obligations that come with the use of social media for both official and personal use.
7. Council has developed a Social Media Framework which includes the Social Media Policy and these Social Media procedures to manage the use of social media platforms.
8. These procedures form part of, and should be read in conjunction with, the Social Media Policy.

3 What is social media?

9. Social media consists of online interactive technologies through which individuals, communities and organisations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.
10. Social media may include but is not limited to:
 - a. social networking websites (eg Facebook, LinkedIn, Yammer)
 - b. video and photo sharing websites (eg Flickr, YouTube, Instagram, Snapchat)
 - c. blogs, including corporate blogs and personal blogs
 - d. blogs hosted by media outlets (eg 'comments' on news articles)
 - e. micro-blogging (eg. Twitter)
 - f. wikis and other online community generated forums (excluding any Council initiated programs) (eg Wikipedia)
 - g. forums, discussion boards and groups (eg Google groups)
 - h. vodcasting and podcasting
 - i. messaging technologies/apps (e.g. WhatsApp)
 - j. streaming platforms (e.g. Twitch, Mixer)
 - k. private messaging
 - l. geospatial tagging (e.g. Foursquare, Facebook check-in).
11. These guidelines have application to both Council corporate and User controlled social media and personal social media accounts held by employees, councillors and contractors of Council.

4 Code of Conduct for Staff

12. Council adopted the Code of Conduct for Staff which # 13269084 sets out what is required of Council's employees in terms of behaviour and ethical conduct. The Code provides employees and contractors with a framework for ethical behaviour and decisions when using social media.
13. Section 1.8 of the Code of Conduct for Staff provides that employees and contractors:
 - a. must not use Social Media in a way that would bring Council into disrepute, imply Council endorsement of personal views, disclose confidential information or provide misleading information about their employment with Council;
 - b. must ensure their conduct on any social media that is linked to their employment with Council should not contain offensive, defamatory or disparaging references which could be considered to be threatening, bullying or harassment.
14. Failure to comply with the Code of Conduct for Staff may result in disciplinary action.

5 Corporate social media accounts

15. Council has the exclusive right to set up, administer, monitor, create and delete all Council corporate social media accounts which includes but is not limited to all Logan City Council branded and managed social media accounts and all official Logan City Council 'divisional' social media pages. Monitor means to check the quality of the information for public records and to ensure it meets the procedure.

16. Each Councillor will have a Divisional Facebook page created under Council's corporate Facebook page. These pages will be set up as a "Public Figure" page, giving Councillors access to add/edit and manage the content. The page will have a username (@logancitycouncildivision#) which will not change. The below elements of the page can be updated to reflect the councillor:
 - a. Page Name: to be updated to Cr name Logan City Council Division #
 - b. Profile picture: Councillors corporate photos to be used as the profile image
 - c. Short descriptions: About the councillor
 - d. Cover Image
 - e. Phone number: Council assigned landline phone number
 - f. Email address: Council corporate email address
17. Whilst the corporate social media accounts may be administered by employees, councillors or contractors of Council, Council maintains the exclusive right to those social media accounts and will have full access to administer and monitor the accounts at all times.
18. At the commencement of each local government quadrennial election term, the details/information on the divisional Facebook page will be updated, where applicable by the Marketing and Events Branch as the administrators of the Facebook accounts.
19. During caretaker period councillors can still maintain, edit and post on their corporate divisional Facebook page and councillor official social media account/page.

5.1 Control of social media accounts

20. The Marketing & Events Manager is the custodian of all Council corporate social media accounts and pages.
21. The creation, use and closure of any Council corporate social media account must be approved by both the Marketing & Events Manager and the relevant Director.
22. The Marketing & Events Manager may authorise other branches within Council to administer particular Council corporate social media accounts.
23. The Marketing & Events Manager must keep and maintain an up to date register of all administrators for Council corporate social media accounts.
24. The Marketing & Events Manager is responsible for ensuring that all administrators for Council social media have received appropriate training to ensure that they administer the Council social media appropriately, ethically and with integrity.
25. To maintain the integrity of Council corporate social media accounts, the Marketing & Events Manager or their delegated officer must manage login credentials including:
 - a. password strength must meet the Council's password policy – ie alpha-numeric, mixture of upper and lower case characters;
 - b. all account passwords must be securely stored in a restricted access document in Council's document management system;
 - c. all passwords must be changed periodically, and at least annually;
 - d. any shared passwords must be changed and access to social media accounts must be removed from individuals if they separate from council or change roles;
 - e. periodic (at least bi-annual) review of individuals' access to social media accounts;
 - f. keeping a register of all disclosures of the login and password in the "Register of Council Corporate Social Media accounts"

- g. ensure all breaches of computer security and/or account integrity (e.g. password compromised) must be immediately reported to the Information Services Helpdesk in accordance with the Security of the Council's Information Systems Management Directive (#3999515) and also to the Integrity and Information Program.
26. Under no circumstances will administrators for Council Corporate Social Media accounts:
 - a. Reveal the login and password for any Council social media account to anyone else either within or outside of Council without the express written permission of the Marketing & Events Manager; or
 - b. permanently save login details or 'keep me signed in' on a portable device such as a Council mobile phone, laptop or iPad that does not have a password to protect access to the device.
 27. All logins to the Council corporate social media accounts must be for legitimate work purposes and not for personal benefit, personal gain or intentional misuse.
 28. Using the Council Corporate social media page search function to search the social media profile of members of the public whose profile cannot ordinarily be viewed through a personal social media account is prohibited. Any breach may be subject to disciplinary action under the Code of Conduct for Staff (# 13269084) and may constitute fraud or corrupt conduct.
 29. Where an employee ceases employment with Council, access to Council's corporate social media accounts will be removed from the relevant employee on their last day of employment and the password to all accounts changed.

5.2 Publishing Content on Corporate Social Media Accounts

30. Employees, councillors and contractors of Council will not have access to Council's corporate social media accounts to comment or publish content unless they are authorised to do so by the Marketing & Events Manager.
31. It is the responsibility of the Marketing & Events Manager and the administrators of Council's corporate social media accounts, excluding councillor accounts/pages to publish content and respond to posts on behalf of Council to ensure that at all times:
 - a. All communications are professional, consistent and ethical;
 - b. The appropriate 'Alert/Public Safety template replies are used at the appropriate time for communications to ensure consistency and quality control;
 - c. All communications are of the highest professional standard, error free, and in accordance with this guideline.
32. All content published on Council's corporate social media accounts must be:
 - a. only public information; personal, confidential or private information must not be published;
 - b. accurate, comply will all relevant Council policies and have been approved by the relevant Director, Manager or Program Leader;
 - c. respectful of the community;
 - d. respectful of Council and the City of Logan;
 - e. Council-related and connected to services provided by Council or to the City of Logan;
 - f. impartial and comply with the Code of Conduct for Councillors in Queensland, Code of Conduct for Staff and any other Council code or policy.
 - g. apolitical in nature

33. Only Councillors can access, edit and post on their Councillor official social media account, including Facebook private messaging. No staff are permitted to post, like or share on these pages unless authorised by the Corporate Governance Manager or the Marketing and Events Manager.
34. Employees and contractors are not permitted to access, edit or post on any Councillor personal social media accounts.
35. In accordance with section 90D of the *Local Government Act 2009*, during the Caretaker Period, Council corporate social media accounts or Councillor official social media accounts will not contain any material that could be construed or interpreted as election material.
36. In the interests of remaining neutral and transparent council does not publish content from third parties unless there is a formal partnership or sponsorship arrangement in place.

6 Community Interaction on Corporate Social Media Accounts

6.1 Posting of Comments or Questions by the Community

37. Council corporate social media accounts aim to provide a safe and positive environment for members of the community to receive factual information relating to Council and the City of Logan.
38. Council's corporate social media is used to promote the City of Logan, including initiatives and events relevant to the community.
39. Council welcomes all members of the community to its page, however content posted on Council corporate social media accounts will be monitored to ensure it is appropriate and complies with these guidelines.
40. Council may remove posts in languages other than English if the message cannot be translated, as Council must ensure that all content is appropriate and complies with these procedures.
41. Council will include our Privacy Policy statement as set out in Item 1 of Council's Privacy Policy on each Council affiliated social media policy.
42. When contributing content to Council's page, comments should not:
 - a. 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;
 - b. Participate in trolling, baiting, disrupting a conversation or not be in relation to the original topic;
 - c. Be false or misleading;
 - d. Include profanities, obscene or offensive language;
 - e. Provide other people's personal information - this is a breach of privacy and the content will be removed in accordance with the moderation flowchart and guidelines (#12392795);
 - f. 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;
 - g. Speculate and/or comment on legal matters;
 - h. Upload materials that breach the intellectual property rights of others;
 - i. Upload malicious software or files;

- j. Violate the terms of use of social media platforms;
 - k. Break the law (including violation of copyright laws) or encourage others to do so;
 - l. Encourage or incite rioting, picketing or any other actions which may amount to public nuisance.
43. Failure to adhere to the above may result in moderation, un-tagging, removal of posts or comments, and users being blocked from Council social media.
44. 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.

6.2 Council Response to Questions and Enquiries made via Council Social Media

45. Questions and enquires made by members of the community on Council's corporate social media during standard business hours of 8am to 5pm will be acknowledged within 4 hours wherever possible. A response to the question or enquiry will be coordinated with the relevant area within Council and provided within 24 hours where possible.
46. Questions and enquires made by members of the community on Council social media outside of normal business hours (after-hours, weekends, public holidays) will be taken to have been made on the next business day and acknowledged and responded as per the above timeframes.

7 Councillor Official Social Media Accounts

7.1 Use of social media by councillors

47. Councillors are expected to abide by the Office of the Independent Assessor's 'Your Social Media and You - A guide for elected council members in Queensland' when using social media.
48. Councillors are not permitted to share their passwords for Divisional and Official Corporate social media pages and/or accounts.
49. Council recommends the following social media options, with option (a) being the preferred option:
- a. A divisional Facebook page created under Council's corporate Facebook account.
 - b. A Councillor official Facebook page
50. Councillors are able to choose one or both options (a) and (b).
51. A Corporate Divisional Facebook page will be created under Council's Corporate Facebook account. (As per Item 16)
52. Where a social media account/page is operated by a councillor in their official capacity, its contents are considered records of Council.
- a. Indications that a social media account/page is being operated in a councillor's official capacity include:
 - i. their official title being included in the account name;
 - ii. lack of a disclaimer that the account is not being operated in their official capacity;
 - iii. presence of Council's logo;
 - iv. use of the officer's or councillor's official contact information (as opposed to personal), including but not limited to Council email address; and

- v. the posted content of the account relates to the officer's or Councillor's role in Council.
53. Councillors can have personal social media accounts but these must be used solely for private purposes. The Office of the Independent Assessor recommends that Councillors maintain a clear distinction between personal and council related social media use.
 54. Councillors must only use official Council electronic communication accounts (e.g. email and social accounts) when conducting Council business as per the '*Code of Conduct for Councillors in Queensland*' - Section 1.3.
 55. The principles, values and behavioural standards outlined in the Code of Conduct for Councillors in Queensland should guide councillors' engagement on social media accounts. In particular, all councillors are required to show respect for all persons and accept and value differences of opinion when engaging with the community.
 56. Councillors are held to a higher standard of conduct than general members of the public. This reflects the choice that a councillor makes when deciding to run for public office, and if successful, in accepting the position and obligations that are inherent in being an elected representative. Councillors are encouraged to publish on their official social media platforms a link to the guideline which is consistent with the Code of Conduct.
 57. When using social media accounts, councillors must:
 - a. Maintain a clear distinction between personal and Council related social media use;
 - b. Ensure they do not identify themselves as a councillor on their personal social media accounts;
 - c. Ensure that their comments do not reflect adversely on the reputation of Council and/or local government more generally;
 - d. Maintain confidentiality of local government information they have access to that is not publicly available;
 - e. Ensure that they do not directly and unnecessarily criticise Federal, State or local elected members or Council employees;
 - f. Ensure that they do not attempt to unduly influence other councillors, Council employees or contractors or undermine public confidence in the processes of Council;
 - g. Ensure that they are alert to the possibility that personal comments about public issues may compromise their capacity to perform their duties in an independent and unbiased manner;
 - h. Ensure that their comments do not indicate that they have come to a conclusive view on a matter coming before Council, prior to fully considering the proposal and related issues;
 - i. Ensure that if there is a need to delete or hide social media comments or block a user from a social media page (for instance, if the post is offensive), the offending post and the reason for its deletion/hiding is captured in Council's official systems and process.
 - j. It should also be noted that pages that are set up anonymously that inappropriately target or discredit another councillor or share false information to attack another councillor, will be investigated as misconduct.
 - k. Adhere to and display the official Queensland Councillor Social Media Community Guideline on social media accounts in the 'About section'.

58. Posts on social media regarding election material or campaigning must not be used on any Corporate Social Media account. Election material includes anything able to, or intended to, influence an elector about voting at an election, or affect the result of an election.

7.2 Record Keeping for Councillors

59. Posts on councillors' official social media accounts about the administration of council business are a public record under the *Public Records Act 2002*. Council's CEO is responsible for maintaining and managing Councils' official records.
60. Councillors must capture and provide to the Records Management Program Leader all comments, posts, messages and other records (as defined in the PR Act) in whatever form, that constitute part of a public record. For the avoidance of doubt, this includes all aspects of electronic and social media communication created or received by Councillors or otherwise in their possession, whether or not the records are otherwise accessible by Council and includes interactions on closed social media pages relating in any way to a Council decision or the conduct of Council business.
61. Where option Item 49 (a) is chosen, these public records will be captured automatically by Council's Social Media archiving and recordkeeping software.
62. Where option Item 49 (b) is chosen, it is recommended that a councillor use Council's Social Media archiving and recordkeeping software. An email will be sent to the councillor with a link to connect to Council's Social Media archiving and recordkeeping software. The Councillor will need to log in using their username and password of the official Councillor Facebook page. Once the councillor has connected, Council will capture all activities and records automatically. This connection will need to remain in place for the full term of the relevant Councillor.
63. A Councillor's obligation to capture and provide records extends to public records created, received or otherwise possessed on the following types of social media accounts recognised by the Office of the Independent Assessor in its document entitled *Your Social Media and You: A Guide for Elected Council Members in Queensland*:
 - i. a Councillor's official social media accounts;
 - ii. political social media accounts that identify the Councillor and the activity is predominately for political or election purposes;
 - iii. a Councillor's personal or family social media accounts; and
 - iv. social media accounts that are used by, or associated with, a Councillor but are in false names.
64. In the event that a Councillor is not able to determine whether a record is a public record, the Councillor must provide a copy of the record to the Records Management Program Leader for determination and must not delete or otherwise dispose of the relevant record until such determination is made.
65. A record required to be provided by a Councillor to the Records Management Program Leader must be so provided by the third working day of the following month of the action.
66. Posts or private messages by councillors that relate to council business are public records and includes such posts on a councillor's personal private social media platforms.
67. Posts or private messages by councillors related to purely personal activities, including political activities and election campaigning are not public records and do not need to be captured into Council's corporate records system.
68. Where a Councillor chooses neither Item 49 (a) or (b) they will be required to provide Council's Records Management Program Leader all public records of social media activities, including

posts, messages, conversations, likes and shares from their personal/private Social Media platforms.

- a. The above records must be provided to the Records Management Program Leader in a PDF version by the third working day of the following month of the action and must contain context of the record, including the social media timestamp.
 - b. An email reminder will be sent out from the Records Management Program Leader to the relevant councillor in the first week of each month.
 - c. When the records have been received from the councillor they will be saved against the relevant Councillor file.
 - d. Where records have not been received from a councillor for a period of three months, an investigation will be conducted and a further email will be sent to the relevant councillor from the Corporate Governance Manager to advise that no public records have been received.
 - e. If the Corporate Governance Manager does not receive a response and/ or the investigation shows no public records were provided as per requirements in the procedure, the matter will be referred to the Office of the Independent Assessor.
69. While the *Public Records Act 2002* does not restrict the use of private email and social media accounts or messaging apps, any public records about council business created or received using these channels needs to be kept and provided to the Records Management Program Leader by the third working day of the following month of the action.
70. Where messages, posts and comments are made or received on personal social media accounts or on pre-existing unofficial social media accounts by the public, and are defined as public records, a response or reply needs to direct the sender/public to the relevant official social media account so that it can be actioned and captured accordingly. This must be completed by the third working day of the following month of receiving the message, post or comment.
71. Use of social media platforms, other than Council official and approved social media platforms to undertake Council business constitutes a breach of the Social Media Policy and will be dealt with under the Code of Conduct for Councillors in Queensland.
72. Not capturing public records in official Council systems will be a breach of the *Public Records Act 2002* and will be dealt with under the 'Code of Conduct for Councillors in Queensland'.
73. When using a personal social media account (Not representing the City in any official capacity), 'Sharing' and/or 'Liking' content that is posted from any of Council's corporate social media accounts does not constitute a corporate record and is not required to be captured.

7.3 Code of Conduct for Councillors

74. The Code of Conduct for Councillors in Queensland applies to councillor's conduct in relation to:
- a. Councillor's official social media accounts, where you are identified as a councillor on the page and the page is predominantly about your work as a councillor;
 - b. Council corporate divisional Facebook pages; and
 - c. Councillor's election campaign social media accounts, where you are identified as a councillor and your activity on this page is predominantly about campaigning for re-election.
75. The code may also apply to your online conduct in relation to the following if the online activity can be identified as that of the councillor and reflects adversely on the councillor's role as a councillor and as a leader in the community:

- a. A councillor's personal or family social media accounts used solely or predominantly for private purposes; and
 - b. Social media accounts that are used or associated with the councillor but which are in false names.
76. Online conduct that breaches the Code of Conduct for Councillors in Queensland is inappropriate conduct. This includes behaving in a way which contradicts the local government principles and values outlined in the Code of Conduct for Councillors in Queensland, such as transparency, meaningful community engagement, social inclusion and ethical and legal behaviour. This could include replying to comments in a way which doesn't show respect or misrepresents Council or the councillor's actions or activity.
77. Councillors should also be aware of the 'Code of Conduct for Councillors in Queensland' - Standard of behaviour Section 1.3 which requires a councillor to only use official council electronic communications (eg official Council email accounts) when conducting council business.
78. Online conduct may also be misconduct if the councillor already has a disciplinary history related to social media activity and/or the social media conduct is serious. In these circumstances inappropriate social media commentary will be dealt with as a breach of trust placed in the councillor.
79. Online activity by councillors may be considered under the *Right to Information Act 2009*. Details can be located on the Office of the Information Commissioner Queensland website - 'Online and on your phone: processing access applications for social media, webmail and text messages'.

8 Use of Personal Social Media Accounts

80. Council recognises that, employees, councillors and contractors of Council may have personal social media accounts. The Social Media Policy and Social Media Procedures are not intended to discourage or limit employees, councillors and contractors of Council from using personal social media, but to provide guidance on councillors, employees and contractors discussing or representing Council and its services on personal social media.
81. When using personal social media accounts, employees, councillors and contractors are expected to:
- a. Only disclose or discuss publicly available information;
 - b. Ensure all content is accurate and complies with all relevant Council policies;
 - c. Ensure that, if identifying as a councillor, employee or contractor on any personal social media platform, it is made clear the councillor, employee or contractor is not authorised to speak as on behalf of Council or give the impression that the views expressed are those of Council;
 - d. Ensure that the use of personal social media does not compromise their effectiveness at work;
 - e. Ensure that the comments posted on personal social media do not imply Council endorsement of personal views;
 - f. Remove any reference to working at Council from all personal social media within 15 calendar days of employment ceasing with Council.
82. When using personal social media accounts, employees, councillors and contractors must not:

- a. Use Council contact details or any Council logos or insignia, except for LinkedIn profiles;
 - b. Use the identity, likeness or photographs of councillors, employees, or contractors;
 - c. Disclose personal or confidential information which is not publicly available and available only as a result of their employment at Council;
 - d. Make comments, use location based services (e.g. check-in) or post any material that might otherwise cause damage to Council's reputation;
 - e. Denigrate or criticise co-workers, management or councillors;
 - f. Bring Council into disrepute;
 - g. Take selfies/photographs or videos that will show Council assets or information that could put Council at risk or that breach privacy or security policies (e.g. selfies with Council's internal noticeboard in the background or with staff who have not approved to be in the photo in the background).
83. Should employees or contractors become a social media influencer or receive paid posts from businesses or companies, they must complete a Secondary Employment and Conflict of Interest Declaration.
84. Breach of the Social Media policy may prejudice security or breach the Information Privacy Act 2009 and will be dealt with in accordance with Council's Code of Conduct for Staff and the Code of Conduct for Councillors in Queensland and may result in disciplinary action.
85. Council reserves the right to request employees, councillors or contractors take down or remove content from personal social media accounts if it offends these procedures.

9 Record Keeping Requirements

86. The *Public Records Act 2002* defines a public record as "any form of recorded information, created or received by a public authority, in the exercise of its statutory, administrative or other public responsibilities or for a related purpose".
87. Social media is considered a public record and therefore needs to be managed in accordance with the *Public Records Act 2002*.
88. All Council corporate social media accounts, including divisional Facebook pages, will be captured and registered within Council's Social Media archiving and recordkeeping software:
- a. Facebook
 - b. Twitter
 - c. Instagram
 - d. YouTube and
 - e. LinkedIn
89. The Records Management Program Leader will create and maintain a register of staff that will have access to Council's social media archiving and recordkeeping software.
90. All access to the software needs to be approved by the Corporate Governance Manager and/or the Marketing and Events Manager.
91. The software captures all Council published social media content and archives historical posts, including comments, private messaging, hyperlinks and real time conversations.

10 Definitions

Definitions for terms used within the Procedure can be found in the Social Media Policy ([#12039545](#))