

GUIDELINES

Social Media Guidelines and Moderation



1 Introduction

Hindmarsh Shire Council administers social media accounts across Facebook and Instagram as part of a suite of communications tools used to engage with the community, respond to enquiries, provide updates on Council-related matters, and promote Council initiatives.

Council social media administrators generally monitor all accounts during business hours which are 8:30am – 5:00pm Monday to Friday.

2 Purpose

The purpose of these guidelines is to present a clear and transparent direction on how Hindmarsh Shire Council monitors the comments and interactions on all of Council's Social Media pages.

3 Definitions

Council means Hindmarsh Shire Council

Social Media means the online technologies, platforms and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. This is media for social interaction enabled by a plethora of web technologies.

4 Moderation

Comments are welcome, however, Council will moderate comments in order to ensure channels are friendly and welcoming for all visitors.

Social media posts and comments must adhere to that platforms' own community guidelines, user agreements and policies.

Council reserves the right to remove or otherwise hide posts and comments on our social media channels if they contain:

- vulgar, violent, obscene, hurtful, abusive, derogatory, offensive, threatening or indecent language or images;

- discrimination on the basis of race, gender, religion, age, nationality, sexuality or disability;
- insults, threats or harassment of other users;
- misleading information or off-topic discussion;
- comments or posts that are defamatory towards any person or organisation or infringe any person or organisation's copyright or intellectual property rights;
- comments that violate another individual's privacy, or breaches copyright laws;
- any discussion or promotion of behaviour that is unlawful;
- spam, advertising, offensive statements, inaccurate information, foul language or unconstructive criticism of Council or any of its activities;
- repetitive or duplicated comments.

Violation of the above will lead to moderation and the potential removal of your comment.

During caretaker periods ahead of local, state or federal elections, Council will not respond to any political comments and maintains the right to remove any message of a political nature.

Council reserves the right to turn comments off on any of its posts across Social Media platforms. In this instance, Council may include contact details for the community to direct their queries and questions to, for example, via email to info@hindmarsh.vic.gov.au or via phone to Hindmarsh Shire Council on 03 5391 4444.

5 Social Media Disclaimer

The following disclaimer will be published on all Hindmarsh Shire Council managed social media platforms:

Hindmarsh Shire Council welcomes comments, however, will moderate comments in order to ensure our channels are friendly and welcoming for all visitors. Council reserves the right to hide or remove discriminatory, vulgar, abusive, defamatory, offensive and hurtful comments across its social media platforms. For more information or to view our Social Media Guidelines, please visit www.hindmarsh.vic.gov.au/social-media-guidelines.

6 Communication process

The guidelines will be available on the Hindmarsh Shire Council website and a link to the guidelines will be published on all Hindmarsh Shire Council managed social media platforms.

7 Document Control

Social Media Guidelines and Moderation		Policy Category	Chief Executive Officer
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