

GUIDELINES

CORP021 Promoting Business on Social Media



1 Introduction

Council recognises that businesses play a critical role in visitor attraction and Hindmarsh's tourism economy and is committed to appropriately, equitably and transparently providing opportunities for businesses to participate in important social media platforms that promote the region.

2 Purpose

The purpose of these guidelines is to present a clear and transparent direction in how Visit Hindmarsh social media platforms can incorporate private enterprise content whilst clearly avoiding any real or perceived unfair commercial advantage.

The guidelines clearly define what content is seen as tourism related and therefore appropriate for promotion on a tourism site. The guidelines also clearly define how this content is to be generated, approved for publishing and monitored so Council can maintain transparency in their actions and management of the pages.

3 Definitions

Council

means Hindmarsh Shire Council

CEO

means Chief Executive Officer

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.

Content

means the information that is provided by Businesses to Council. This includes images, videos, posters and written information.

Tourist Attraction

A tourist attraction is a place of interest that tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

4 Guidelines

4.1 Definition of Tourism related business/attraction approved for inclusion:

- a) Any business in the hospitality sector, providing food or accommodation services.
- b) Any privately owned tourism attraction or service.
- c) Retail businesses who can demonstrate visitor attraction.

4.2 Tourism related business/attractions that will not feature on Visit Hindmarsh Facebook social media sites:

- a) All businesses need to demonstrate they are operating legally with all required licenses/permits/registrations in place. Where a business does not hold all required licenses/permits/registrations to operate, Council will not share or promote content across any Council managed Social Media platforms.

4.3 Content Generation

- a) Content will be User Generated (created by the businesses).
- b) Businesses agree to allow review and editing by Council prior to publishing on Visit Hindmarsh social media pages. Council will only review and edit to assess appropriateness, correct any errors and to ensure a level of professionalism that the page reflects. No stand-alone content creation will be done by Council.
- c) Council will promote and communicate any social media training that can be accessed by businesses.

4.4 Approval for publishing process

- a) Council maintains the right to review, amend, or refuse publishing of any content in-line with Council's Social Media Management Policy.
- b) Council maintains the right to refuse publishing any content that is justifiably judged as not appropriate for a tourism page. This must be communicated to the business submitting the content, clearly substantiating the decision.
- c) Council will always act in a fair and ethical way. Published posts will reflect the content generated and submitted by businesses. The number of and regularity of posts will purely reflect the amount of content provided with no influence by Council except as discussed above in 4a and 4b. If a particular business appears to be placing more posts than others, this is purely because they are more proactive at submitting content, not a reflection of Council giving more support to that particular business. Council may determine, at its discretion, to pause or cease publishing posts for a business should they be perceived as being repetitive or unreasonably frequent.

4.4.1 Process

- i. Content (text/images/video) is submitted to Council with or without preferred publishing times. Preferred publishing times will be allotted on a 'first in' basis.
- ii. If no preferred publishing times are submitted, then Council will publish at their discretion at the earliest practical time following review and approval.

- iii. Content will be reviewed for appropriateness for a tourism-focused page.
- iv. Content will be reviewed and edited if necessary for corrections (spelling, grammar etc), aligning with Councils Social Media Management Policy, and to ensure professionalism, as per clause 4.3(b).

5 Content submission

Content must be submitted Council in the following ways:

- a) By completing an online form on the Hindmarsh Council Website
- b) Emailing your content with contact details to info@hindmarsh.vic.gov.au and attentioning it to the Tourism and Economic Development Officer and Executive Assistant
- c) By tagging @visithindmarsh or #visithindmarsh on Instagram. Council will direct message Businesses from its Visit Hindmarsh Instagram page for approval before re-sharing.

NOTE: The preferred method for content submission is completion of the online form or email. We cannot guarantee by tagging Visit Hindmarsh the post will be seen by Council officers. Where a post is re-shared on Instagram, Council will include the Instagram profile name that the post belongs to in the caption of the post.

6 Communication process

- a) Council will promote this social media opportunity on a regular basis on social media platforms and relevant tourism and community forums/meetings.
- b) Council will do everything within its power to provide knowledge of this opportunity and allow access to it to every tourism related business, as per section 1.
- c) Council will promote the opportunity with a media release and advertising in local newspapers at a minimum annually.
- d) Council will circulate these guidelines with its Business contacts.

7 Responsibility

Manager Community and Economic Development

8 References

Related documents	Legislation
Social Media Management Policy Economic Development Strategy	<i>Local Government Act 2020</i> <i>Privacy and Data Protection Act 2014</i>

9 Document Control

Promoting Business on Social Media		Policy Category	Operational Guidelines
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