

Auckland Council Social Media Policy

Part two: policy for using social media



Disclaimer: The Social Media Policy should be read in conjunction with the Social Media Guidelines

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Auckland Council Social Media Policy

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1. Media Policy and Code of Conduct take precedence

Auckland Council's Media Policy identifies the roles of the mayor, elected members of the council and local boards, management and employees when interacting with the media, and the role of the Media Team. We encourage you to read that policy and the Code of Conduct in conjunction with the Social Media Policy.

Remember, the Social Media Policy is a subset of the employee Code of Conduct, and you are bound by the Code of Conduct. If anything in this policy appears to clash with either the Auckland Council Media Policy or the Code of Conduct, the Auckland Council Media Policy or the Code of Conduct will take precedence. If you are unclear, ask the Media Team or Human Resources.

2. Social media for personal use

The line between personal and professional are easily blurred in social media. What you say online is public, even when you are speaking in your own personal profile (such as your personal Facebook page). Therefore, anything you say online has the potential to have consequences for Auckland Council.

Auckland Council will consider you to be using social media in a professional capacity if:

1. you are discussing council business via a council-managed social media platform, account or profile and/or
2. you are sharing your professional opinions or discussing council business via a personal social media platform, account or profile where you have stated or are known to be a council officer.

In these cases, the council's Code of Conduct applies. If you're unsure whether your personal opinions could be taken as professional opinions, we recommend that you include a disclaimer on your personal profile stating that the opinions are strictly personal, not professional; or preface your comments with a statement that the opinions are strictly personal, not professional.

Refer to the **Auckland Council Information Services Acceptable Use Guidelines** for the rules around using council information systems.

3. Social media for administrators of an official council channel

3a. Who owns official council channels

An official channel is any profile or social media channel that presents itself as speaking officially on council business or could be reasonably assumed to be speaking officially on council business.

All official channels are the property of Auckland Council and are subject to its Social Media Policy.

If you are operating a social media channel and are not sure if it's covered by this policy, ask the Brand and Channel Communications team by emailing socialmedia@aucklandcouncil.govt.nz

3b. Setting up a new official council channel

Before setting up an official channel or account, you must get approval from the Brand and Channel Communications team. To do this you will need to fill out and send the social media profile proposal (page 9) to the Brand and Channel communications team, by emailing socialmedia@aucklandcouncil.govt.nz

3c. Managing an existing council channel

The Brand and Channel Communications team holds a register of all council social media profiles and their administrators.

As an administrator it is your responsibility:

- to make sure your profile is included on the register and its details are up to date and accurate
- to allow council full administration access to the profile
- to provide profile, user names, and passwords
- if you are no longer the administrator, to remove yourself and let the Brand and Channel Communications team know.

3d. Managing content.

The administrator is responsible for all content on those profiles under his or her care.

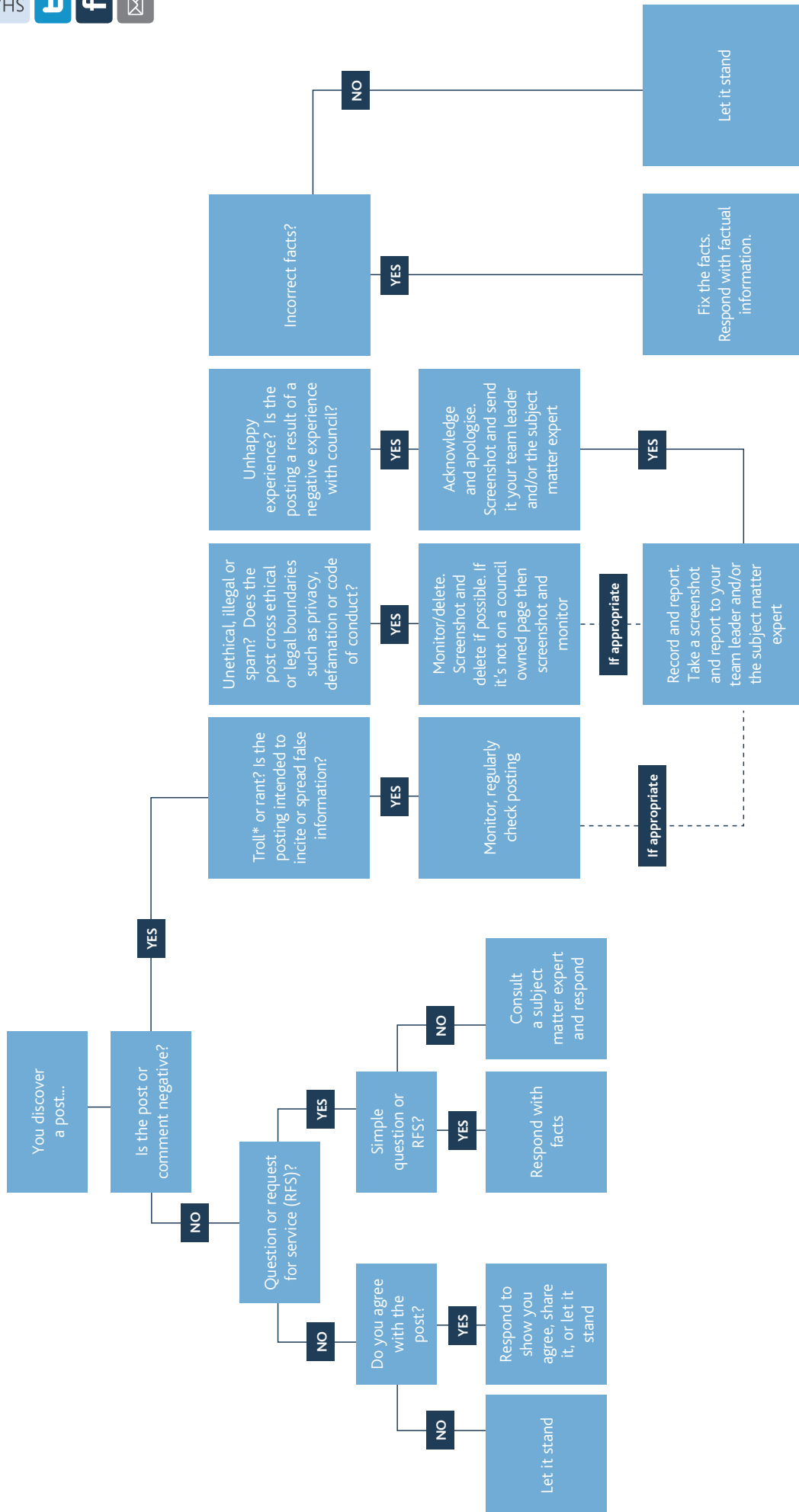
All owner-generated content must adhere to the Auckland Council Code of Conduct and to the Auditor General Guidelines.

By its nature, social media commentary can be robust, negative, inflammatory, emotional, and even offensive or illegal. For that reason, all content submitted by non-council contributors must be reviewed and vetted by a moderator chosen by you, the administrator (it may even be you). In the case of any particular comment, four possible actions might be taken:

- no action at all – the comment is allowed to stand as it is. This is by far the most common “action” you will take
- an answer or response may be provided to a contributor’s query or comment
- the comment may be drawn to the attention of the Brand and Channel communications team for consideration or action elsewhere in council
- the comment may be deleted.

Managing such content is not a simple matter and ‘common sense’ is not a useful guide. For example, just because a comment is inflammatory does not necessarily mean it should be removed. Use the Response Guidelines on page 5 to guide your decisions. If you are still not sure about any particular comment, refer it to the Brand and Channel Communications team.

4. Response guidelines



* A troll is someone who posts inflammatory, inappropriate, or off-topic messages in an online community.

Feedback on how we can improve this diagram? Email socialmedia@aucklandcouncil.govt.nz

Response considerations
Transparency Disclose your connection to Auckland Council
Sourcing Provide assets by including hyperlinks, video, images, or other references
Timeliness Respond in a timely manner, appropriate for each platform
Tone of Voice Respond in a human and professional tone of voice as set out in council guidelines
Accuracy Double check to be sure your information is accurate



5. Attributions and acknowledgement

Any social media profile created with Auckland Council funds or support, or as an official channel of Auckland Council, must include a suitable attribution.

If it is an Auckland Council channel, it must adhere to Auckland Council brand and written guidelines for all official material. In particular, it must be clear to all viewers that this is an official Auckland Council channel. See Brand Guidelines for details.

If a channel is funded or partly funded by Auckland Council, acknowledgement of that assistance must be included wherever possible within the channel itself, and in all publicity relating to those funded activities or operations, such as media releases, speeches and so forth. See Auckland Council Funding Acknowledgement Policy for details.

If you are unclear, please contact the Brand and Channel Communications team.

Appendix:

Social Media Proposal

Use this business case template to help you develop and firm up your thinking around your social media strategy, and to share it with the Brand and Channel Communications team.

Once you've completed the proposal, forward it socialmedia@aucklandcouncil.govt.nz and we'll get back to you with some useful feedback as soon as possible.

Remember, our job is to encourage and enable you to use social media.

So get writing, and let's get social!

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Social Media Proposal



Your name:

Your department:

What social media channel/s do you propose using:

e.g. Facebook, Twitter, YouTube, Yammer, Pinterest, blog, etc.

1. Briefly describe what you want to achieve.

e.g. Tell library users about new titles and encourage them to share reviews

2. How will you achieve it?

For example, will you set up a Facebook page, create a twitter account, blog etc.

3. How will this activity benefit your customers?

Will it make their lives more convenient? Save them money? Make it easier for them to get the information they want? Do a reality check here – 'build it and they will come' is only true in the movies. In real life, people will only come if they can see a benefit for themselves.

4. How will you measure success?

Measuring the effectiveness of your social media is a smart move. If you're not sure how to go about it, say so and we'll provide information and support for you.

5. Who will manage the account?

Administrator

Moderator

Other

6. What resources will it take?

Who is managing the account, other employees involved, and who has which responsibilities? Ongoing tasks to consider are planning, writing, publishing, monitoring and reporting.

Employee	Responsibility	Content responsibilities	Hours per day

7. Where will content come from and how will you get it?

This is one of the most time consuming and challenging aspects of managing a social media account. The thinking you do here will have a big say in your ultimate success.

8. Any other questions or comments that you think are important?

Good work! Now that you've completed your proposal forward it to **socialmedia@aucklandcouncil.govt.nz** and we'll get back to you with approval or useful feedback as soon as possible.

