

Social Media Policy Community Guidelines

CD18612



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Community Guidelines

Purpose

This policy outlines our approach to public participation in our social media channels, and the type of content we allow to be published.

We believe in an open forum and giving a voice to our online community. While we encourage people to have a say, and understand there are diverse opinions, we expect people to engage with respect.

We expect online behaviour to uphold the standards we apply to the physical world. It should be a safe and welcoming environment and reflect the principles outlined in our Diversity Statement:

Our community is made up of diverse cultures, beliefs, abilities, bodies, sexualities, ages and genders. We are committed to access, equity, participation and rights for everyone: principles which empower, foster harmony and increase the wellbeing of an inclusive community.

It is also important to note, social media platforms also have their own policies and community standards that all users are bound by.

Connecting with Banyule via social media

We monitor our social media channels during office hours, from 8.30am to 5pm, Monday to Friday, as well as during some livestreamed Council events.

During these hours, we will try to respond to any queries within 2-4 hours during weekdays or the next business day after a weekend or public holiday. If we can't supply an answer with the necessary information, we will clearly communicate a target response time.

Enquiries via social media

While we try to assist with simple questions or issues, many matters can't be resolved via social media.

You should contact our Customer Service on 9490 4222 if you:

- need an immediate response
- need to request a service
- would like to give us official feedback
- wish to make a formal complaint.

Our approach to moderation

We see our social media platforms as a great way to understand what matters to our residents right now. That means we would prefer not to hide or delete comments unless we consider it necessary to keep the conversation safe and welcoming.

We do not expect commenters to agree with Council, or each other, but we expect people to engage respectfully. Bullying and harassment will not be tolerated.

We reserve the right to remove any comments that we deem to be:

- Abusive
- Offensive
- Personal attacks
- False, misleading or deceptive
- Discriminatory
- Inciting of violence or compromising the safety of the public
- Unlawful (including copyright breaches, potential defamation, etc)
- Revealing of private information
- Repetitive or irrelevant
- Not suited to an audience of all ages
- Spam
- Commercial or promotional in nature
- Any other inappropriate content as determined by Banyule City Council.

We reserve the right to remove comments and take the discussion 'offline' or into a private message. We will do this if the content is personal in nature or is affecting the enjoyment of the page for other visitors.

For repeated breaches of these guidelines, we might decide to block a user. A serious breach may result in an immediate block.

Inauthentic behaviour

Users demonstrating inauthentic behaviour or identity may be blocked from our platforms. Spam bots or accounts set up to spam our social media or override a block on a user will not be tolerated.