

City of Joondalup Facebook Page – Guidelines for Visitors and Users

The City of Joondalup encourages open discussion on this page but to ensure everyone has an opportunity to engage with the City, a few guidelines have been developed.

The City of Joondalup does not accept responsibility for external comments on this page. They are not representative of the opinions or views of the City of Joondalup, nor does the City make any warranty to their accuracy.

Posts may be deleted as determined at the City of Joondalup's absolute discretion if they contain:

- violent, obscene, profane, hateful, derogatory, racist or sexist language links or images;
- information that may compromise the safety or security of the public;
- any discussion or promotion of behaviour that is unlawful;
- comments that threaten or defame any person or organisation;
- solicitations, advertisements, endorsements or spam;
- encouragement or glamorisation of the use of alcohol, tobacco, or illegal drugs;
- multiple successive off-topic posts by a single user;
- repetitive posts copied and pasted or duplicated by single or multiple users;
- any other inappropriate content or comments as determined by the City of Joondalup.

When interacting with this page, the City of Joondalup requests that you:

- exercise courtesy;
- do not post your personal address or phone number;
- acknowledge that the City cannot check the accuracy of every post and does not take any responsibility for reliance on posts on this page; and
- adhere to [Facebook Guidelines](#).

By "liking" this page you acknowledge the terms outlined in the City of Joondalup's Facebook Page - Guidelines for Visitors and Users. Users who do not comply with these guidelines will be blocked from the page at the discretion of the City of Joondalup.

Social Media Guidelines for Elected Members

The City of Joondalup recognises that Elected Members may wish to use social media to promote the activities of the City online to their local communities. These guidelines are not intended to discourage nor unduly limit an Elected Member's personal expression or online activities; however they identify certain obligations and requirements that apply as a result of an Elected Member's status as a public officer whose conduct is governed by the statutory framework which applies to local government.

In this regard, Elected Members should be cognisant of the fact that their statutory obligations apply to their electronic communications in exactly the same way as they do to any other form of communication.

What is social media?

Social media is a set of online technologies, websites and practices which are used to share opinions, experiences and perspectives. Social Media tools include, but are not limited to the following platforms:

- Facebook
- Twitter
- YouTube
- Flickr
- On-line blogs

Social media involves interactive dialogue between two people or the community at large and Elected Members may choose to use social media to connect with members of the community or their 'followers'. Elected Members could use social media to raise awareness of certain issues in the community, build credibility with specific audience groups or to generally engage with local residents.

Elected Member responsibilities

Elected Members are personally responsible for the content they publish in a personal capacity on any form of social media platform, and in this regard must understand their legal obligations. As with other electronic communication channels, what is said on social media platforms is written down and is likely to be permanent.

When using social media for Elected Member or Council activities, Elected Members should recognise the potential damage that may be caused (either directly or indirectly) to the City in certain circumstances via their use of social media if they are identified as an Elected Member of the City of Joondalup.

Accordingly, Elected Members should adopt the general principles outlined in this Guideline to guide their use of social media in order to avoid breaching their obligations under the *Local Government Act 1995* (LG Act), the *Local Government (Rules of Conduct) Regulations 2007* (the Conduct Rules) and the City's Code of Conduct.

In particular, the Conduct Rules provide that Elected Members must not:

- make improper use of their office as a council member to advantage themselves or any other person, or to cause detriment to the City or any other person;
- disclose confidential information – that is, information derived from a confidential document or acquired at a closed meeting; or
- use the resources of the City for the purposes of influencing voters at federal, state or local government elections.

Elected Members should also be mindful of the statutory limitations on their role. For example, under the LG Act only the Mayor has the authority to speak on behalf of the City.

In view of this, Elected Members when using social media should:

- ensure that any social media account they create and use to undertake their functions as Elected Members are used only for that purpose, and that those accounts are kept separate from other accounts that may be used for personal purposes;
- expressly state on any social media platform used for Elected Member purposes, that the stated views are their own and are not representative of the City or Council;
- only disclose and discuss publicly available information;
- ensure that all content published is accurate and not misleading;
- be polite and respectful to all people they interact with;
- act with reasonable care and diligence;
- act with honesty and integrity;
- act lawfully;
- comply with their record keeping responsibilities as set out in the City's Record Keeping Plan; and
- adhere to the guidelines of the relevant social media platform/website.

Elected Members should also be mindful that the general law of the land applies to social media in the same way that it does to other forms of communication. For example, copyright, defamation, discrimination, harassment and vilification.