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1. INTRODUCTION

Wyndham City's Media Policy provides a framework for the external communication of Council decisions, policies, strategies and events via both traditional and social media platforms.

This policy details the standards, protocols and procedures for all dealings with the media and applies to Councillors and Council staff.

Consistent with the principles of good governance, it is important that Council has clear standards and guidelines in place which outline the appropriate use of media and social media channels by Councillors and Council staff.



2. PURPOSE

Wyndham City's Media Policy is designed to enhance and protect Wyndham City's reputation and inform residents of Council decisions, services, policies, strategies and events. Its aim is to ensure appropriate and consistent messaging is communicated to the public via the media in order to:

- Effectively promote Council's decisions, services, programs and initiatives
- Ensure messaging is consistent
- Protect and enhance Wyndham City's reputation



3.PROTOCOLS

Council's media liaison protocols have been developed to provide a guide for the organisation on effective media management.

All dealings with the media are coordinated through the Strategic Communications unit. It is the role of the Strategic Communications unit to provide expert advice, protect the Council's image, promote the organisations services and initiatives and wherever possible, be proactive rather than reactive.

This Policy is to be read in conjunction with the Councillor Code of Conduct, Corporate Code of Conduct and Councillor and Staff Protocols.

3.1. Spokespersons for Council:

- The Mayor is the official spokesperson for Wyndham City and the decisions of Council.
- The CEO is the primary spokesperson for topics relating to organisational, staffing or operational issues.
- Where an issue is not considered to be of 'city-wide' significance (in which case the Mayor would act as spokesperson), Councillors are spokespersons for their respective Portfolios or relevant committees that they Chair.
- The Executive Manager Corporate Affairs can also act as a general spokesperson for Council from time to time.
- Directors have delegated authority from the CEO, when the CEO is unavailable or where relevant to be the spokesperson relating to their operational areas.
- At times and where appropriate staff may be interviewed and this is arranged in consultation with the Strategic Communications unit with prior approval from the relevant Director.

3.2 Councillors:

- A Councillor acting as an authorised spokesperson in line with Wyndham City's Media Policy has a responsibility

to represent the Council position in relation to a matter. If that Councillor wishes to express a personal view which differs from an adopted position, the Councillor is obliged to identify that the opinion or view is their own and not an endorsed position of Council.

- Councillors are encouraged to alert the Strategic Communications unit about any initiatives or issues that may be newsworthy or impact Wyndham Council.
- From time to time Councillors will be approached by the media to comment on issues or items relating to Council business. To maintain Council's reputation with stakeholders and the community and to ensure key messaging is consistent, consultation with the CEO and/or the Strategic Communications unit is recommended before responding to enquiries from the media.
- Corporate media and social media will not be used to promote Councillors or Wyndham City Officers' personal, business or political interests, including interests as a candidate in an election.
- This Policy should be read in conjunction with the Councillor Code of Conduct, Corporate Code of Conduct and Councillor and Staff Protocols.



3.3 Wyndham City Staff:

- Wyndham City staff are required to alert the Strategic Communications unit about any initiatives or issues that may be newsworthy or potentially damaging to Council.

3.4 Media:

- Journalists are informed that all enquiries must be directed to the Strategic Communications unit in writing. In the event that media contact staff directly, staff members are required to immediately direct all journalist enquiries to the Strategic Communications unit. Individual staff members are not permitted to directly contact the media unless authorised.
- The Chief Executive Officer and the Chief of Staff will be alerted immediately to any daily TV, radio and paper media inquiries via email. Any response to these inquiries will be copied to the CEO and COS with time for either to respond prior to the response being issued.

3.5 Media Releases

- All media releases are written and released to the media by the Strategic Communications unit.
- As elected representatives, the Mayor and Councillors are the quoted spokespersons in media releases unless it would more appropriate for a technical expert to be quoted. The Executive Manager Corporate Affairs will make the final decision.
- All media releases are approved by the relevant Manager, the CEO/Director and the Councillor who has been quoted prior to distribution to the media. Final sign-off is required from the Executive Manager Corporate Affairs.
- Media releases are often pitched to the media in conjunction with a photo opportunity – refer media opportunities.

3.6 Media Enquiries

- It is Council's protocol for the journalist and/or media outlet to provide a media enquiry in writing and for a written response to be issued on behalf of the

organisation to ensure the response is well considered and consistent with previous messages.

- The Strategic Communications unit will liaise with the relevant Managers and/or the Directors to gather the relevant information to respond to the query.
- Requests to provide information for the collation of a media response must be given a high priority as media enquiries must be responded to in 48 hours or less.
- Interviews will be arranged where appropriate, which will often be when dealing with complex issues.
- All media enquiries are approved by the Coordinator and/or Manager of the Strategic Communications unit, Executive Manager Corporate Affairs and the CEO/Director.
- Wyndham City does not provide responses to media enquiries from students.

3.7 Media Opportunities

- Photo opportunities are arranged by Council's Strategic Communications unit and should feature a Council representative such as the Mayor and/or relevant Council Portfolio Holder.
- Any media opportunities including interviews are arranged by Council's Strategic Communications unit who will liaise with the relevant Councillor and staff members.
- At times it may appropriate for staff to be interviewed by the media- prior approval from their Manager/Director and consultation with the Strategic Communications unit is required. Final sign-off is required from the Executive Manager Corporate Affairs.



Council supports the use of digital media as part of an integrated approach to communication, marketing and community engagement. Council uses digital media to:

- ## 4.1 Content

- Abusive, profane or sexual language
- Content which is false or misleading
- Confidential information about Council or third parties
- Copyright or Trademark protected materials
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
- Material which would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks)
- Material which would bring the council into disrepute
- Personal details or references to councillors, council staff or third parties, which may breach privacy laws

- ## 4.2 Using Digital Media

- Experience Wyndham Facebook
- Wyndham City Instagram
- Wyndham City Facebook
- Werribee City Centre Facebook
- Visit Werribee & Surrounds Facebook
- Visit Werribee & Surrounds Instagram
- visitwerribee.com
- Youth in Wyndham Instagram
- Libraries in Wyndham Facebook
- Mayor of Wyndham City Facebook
- Wyndham Cultural Centre Facebook
- Wyndham Cultural Centre Instagram
- Wyndham City LinkedIn
- Wyni (Intranet)
- Wyndham City's YouTube channel



4.3 Authorised users

Users of Wyndham City's digital communications platforms must be authorised by the Team Leader, Online Communications, Coordinator, Strategic Communications and/or Executive Manager, Corporate Affairs. Only authorised users are able to post to Wyndham City's social media platforms and website.

4.4 Content guidelines

- For Social Media and the Organisation's website www.wyndham.vic.gov.au, content must be relevant, meet specified goals or purposes and add value to the Wyndham City brand
- All content must conform to all appropriate laws and regulations, as well as guidelines adopted by and governing the industry, such as privacy laws
- Content must be polite and respectful. All messaging should maintain the same tone as if interacting with someone in person on behalf of the organization

4.5 Editorial control

- Authorised users are permitted to remove any content that does not meet the rules and guidelines of this policy or is considered offensive or illegal. Removal of such information can be done without the permission of the author or advance warning.
- Social media comments from public users that require a response will be

addressed in a timely, thoughtful and respectful manner.

4.6 Website lifecycle management

The website 'content owner' retains responsibility to ensure that content on the website is accurate and up to date at all times. The 'content owner' must have pre-approval from their Coordinator or Manager to provide content for the website. The Online Communications Team will provide content management lifecycle guidance through a planner system. This system will include regular notification to 'content owners' to review and update their website content.

4.7 Website development

The Wyndham City Corporate website www.wyndham.vic.gov.au is the main website serving Wyndham City and its residents. There are, however, other external facing websites including:

www.theloop.wyndham.vic.gov.au

www.schools4wyndham.org.au

www.ilovekinder.org.au

www.wyncc.com.au

Management of the above websites do not fall within the Strategic Communications Unit.

Development of future external websites must be signed off by Wyndham City's Executive Leadership Team (ELT). Any and all public-facing websites must adhere to the current Communications and Marketing requirements, including

consistency of branding, mitigation of risks surrounding cyber security, image and reputations, as well as legal requirements (eg. privacy, data confidentiality and disclaimers) and the conduct and procedures contained within this policy, prior to their live deployment.

4.8 Using Social Media

When engaging with social media Users are expected to:

- Adhere to Wyndham City's codes of conduct, policies and procedures
- Behave with caution, courtesy, honesty and respect
- Comply with relevant laws and regulations
- Staff must ensure that all communication conducted outside of work is respectful and professional.
- Staff are welcome to share content that has been posted on Council's social media channels that promotes the positive work of council, however staff should not post content prior to Wyndham City posting 'first'.
- From time to time, content will be drafted for Executives as part of a broader 'Positioning Wyndham' strategy.
- Directors and Senior Managers are encouraged not to express views on Social Media or other media channels that are at odds with resolved Council positions.

- Anything posted on Social Media by employees that relates to Wyndham City should reflect or be able to be linked back to a resolved position of Council.

This policy is not intended to cover personal use of social media where:

- The author publishes information in their personal capacity and must make a comment to this effect – and not on behalf of, or in association with Wyndham City Council, and
- No reference or inference is made to Council, its councillors, staff, policies and services, suppliers or other stakeholders or council related issues.

4.9 Privacy

Council and council staff will seek permission from anyone who appears in any photographs, video or other footage before sharing these via any form of social media. If asked to remove materials Council and council staff will do so as soon as practicable. Council will ensure it complies with all laws and regulations relating to privacy.

4.10 Intellectual Property

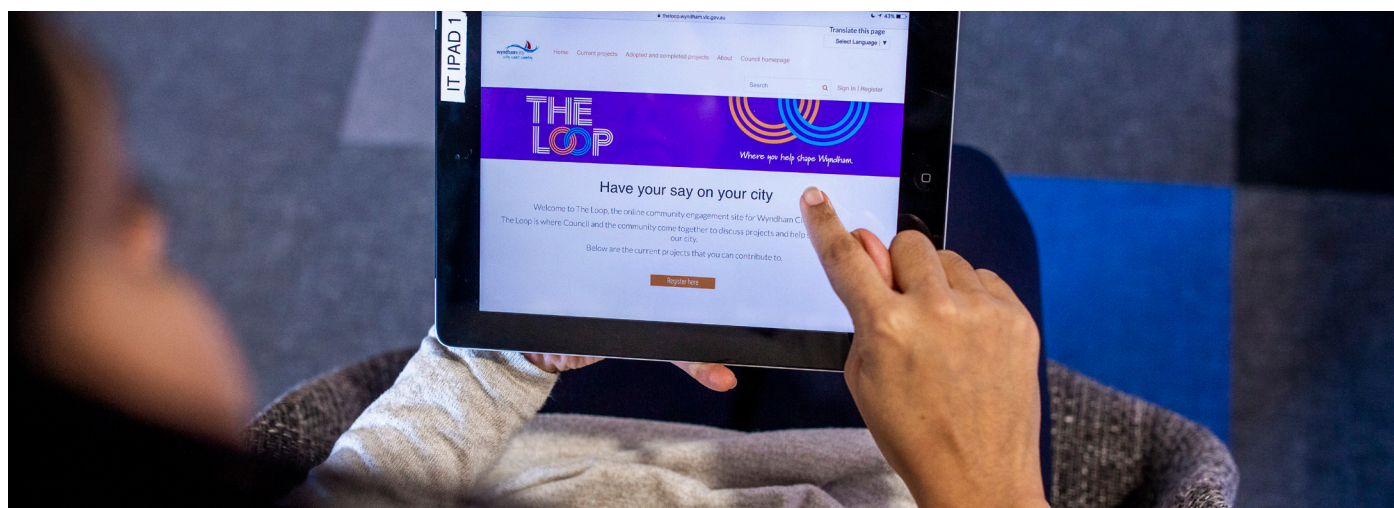
Council and council staff must seek permission from the creator or copyright owner, to use or reproduce copyright material including applications, audio tracks (speeches, songs), footage (video), graphics (graphs, charts and logos), images, artwork, photographs, publications or music.

Council and council staff must also seek permission before publishing or uploading material in which the intellectual property rights, such as Trademarks, are owned by a third party e.g. company logos. Council and council staff must seek permission from the website's owner wherever possible before linking to another site (including a social media application).

4.11 Further guidelines for Councillors and staff

Councillors must comply with the Council Code of Conduct when using social media related to Wyndham City.

ROLE	RESPONSIBILITY
Councillors	<p>Ensure Social Media use complies with the Councillor Code of Conduct</p> <p>Do not use Council branding unless given prior authorisation from the Marketing and Tourism Unit</p> <p>Understand and comply with relevant provisions in this policy</p> <p>Seek training and development if required</p> <p>Seek advice from the Strategic Communications</p> <p>Department if unsure about applying the provisions of this policy</p>
Staff	<p>Wyndham City staff must comply with the Corporate Code of Conduct</p> <p>Seek authorisation from the Strategic Communication</p> <p>Unit on using social media and developing a communications plan to support business strategy</p> <p>Seek approval for council branding of social media from the Marketing and Tourism unit</p> <p>Understand and comply with the provisions in this policy</p>



5. RELEVANT LEGISLATION

- Freedom of Information Act
- Privacy Act
- Protected Disclosure Act
- Copyright Act
- Crimes Act 1958
- Defamation Act 2005
- Fair Trading Act 1999
- Fair Work Act 2009
- Freedom of Information Act
- Local Government Act
- Equal Opportunity Act
- Australian Human Rights Commission Act
- Information Privacy Act
- Wyndham City Councillor Code of Conduct
- Wyndham City Corporate Code of Conduct
- Wyndham City Councillor and Staff Protocols
- Relevant Wyndham City Council Policies
- Public Transparency Policy

6. RELEVANT COUNCIL POLICIES

- Wyndham City Councillor Code of Conduct
- Wyndham City Corporate Code of Conduct
- Wyndham City Councillor and Staff Protocols
- Relevant Wyndham City Council Policies
- Public Transparency Policy

7. STRATEGIC COMMUNICATIONS UNIT SUPPORT

The role of Council's Communications and Marketing teams, within the Corporate Affairs department is to promote Wyndham City's services, programs and initiatives. The team supports the Mayor and Councillors in their Portfolio roles and the CEO Key contacts for media support are:

- Executive Manager Corporate Affairs
- Coordinator Strategic Communications unit
- Coordinator Marketing and Tourism
- Communications Officers

