

Social Media

Council Policy



Owner	Elected Members		
Responsible Officer	Chief Executive Officer		
Decision Number	R-275-2025		
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1 Purpose

This policy sets a framework for Alice Springs Town Council (Council) Elected Members and Team Members to understand their roles and responsibilities when using social media.

2 Definitions

For the purpose of this policy, the following definitions apply:

Term	Definition
Confidential Information	Information prescribed as confidential under regulation 51 of the <i>Local Government (General) Regulations 2021</i>
Personal Information	As per the section 4A of the <i>Information Act 2002</i>
Public Information	Refers to data, facts, or details that are freely accessible and available to the public.
Social Media	Digital platforms and online communication tools that enable individuals and organisations to create, share, and engage with content, including text, images, videos, and interactive media. Social media includes, but is not limited to, social networking sites (e.g., Facebook, LinkedIn, Twitter/X), media-sharing platforms (e.g., Instagram, YouTube, TikTok), and discussion forums (e.g., Reddit, WhatsApp, community message boards).
Social Media Moderation	Refers to overseeing and managing user-generated content on social media platforms. This involves reviewing, filtering, and responding to posts, comments, and messages to ensure they adhere to platform guidelines, community standards, and legal requirements.
Team Members	Council staff employed by Alice Springs Town Council, regardless of the capacity in which they are employed, and including: all temporary agency staff, all authorised representatives, all contractors whilst engaged in any capacity and all volunteers.
Workplace participants	Both Elected Members and Team members

3 Policy Statement

Social Media

Council Policy



3.1 Principles

3.1.1 All social media activity must align with the relevant Code of Conduct for Elected Members, Chief Executive Officer (CEO) and Team Members.

3.1.2 Elected Members should use official Elected Member social media accounts when conducting Council business or activities.

3.1.3 During election periods, all social media activity within this policy must comply with Council's Caretaker Policy.

3.1.4 Council may publish images and names of community members on social media from Council run programs and events, unless otherwise specified by that person.

3.1.5 Council reserves the right to decline sharing posts that do not meet Council's key social media objectives, or aren't aligned to its strategic plans

3.1.6 Elected Members and Team Members are responsible for meeting the requirements set out by this policy.

3.2 Council Social Media Platform Use – Team Members

All social media content published by Council Team Members on Council's social media platforms, or on any external social media accounts on behalf of Council, must be approved by the Marketing and Communications Unit, and:

- contain public information only
- reflect the official position of Council
- be accurate and align with Council's strategic objectives and Council's Brand Guide
- be respectful of all residents and the community.
- not contain personal or confidential information.
- not be aligned politically
- not influence, impact, or favour business enterprises.

3.3 Personal Social Media Use – Elected Members and Team Members

Elected Members and Council Team Members are entitled to use social media in a personal capacity and have the right to express their individual views online.

Individuals are fully responsible and accountable for the content they post, share, and endorse. When using social media personally, individuals must take care to ensure their actions do not compromise the reputation, confidential obligations, and integrity of Council, breach Council's Codes of Conduct, or create a perception that any individual views represent Council's official position.

3.3.1 Principles

While Elected Members and Team Members are encouraged to participate in online communities and engage with the public, in accordance with this policy, the below principles apply:

- Team members must not identify as a representative of Council when expressing personal views or, suggest personal views are endorsed or supported by Council.

Social Media

Council Policy



- Elected Members must clearly state when expressing a personal view on any social media platform, that the views are their own and do not represent the official position of Council, nor are they endorsed by Council.
- Everyone is to engage respectfully and professionally with the community.
- Everyone is not to post, share, or comment on Council-related matters in a way that could damage Council's reputation or misrepresent its decisions.
- Refrain from engaging in political commentary in a way that implies Council support or endorsement
- Not disclose confidential or personal information obtained through Council business.

3.4 Standards of Conduct for Council's Social Media Platforms

Council exercises due diligence in promoting a safe environment for contributors to engage meaningfully with Council through its social media platforms.

3.4.1 Antisocial Behaviour

Council has zero tolerance for antisocial behaviours on its social media platforms, including but not limited to:

- Harassment, bullying, incite violence, abuse, attack, threaten or discrimination against other users.
- Participation in trolling, baiting or disrupting a conversation.
- Include profanities, obscene or offensive language.
- Upload malicious software or files.
- Violation of the terms of use of social media platforms.

3.4.2 Engaging with Council's social platforms and posts

When engaging in discussions, sharing items, or making comments on Council's social media platforms, contributions must **not**:

- be in breach of any legal obligations or encourage others to action
- be false or misleading
- provide personal information of others
- contain materials which breach the intellectual property right of others
- comment or share anything that may constitute spam such as advertising, appeals, petitions, requests, endorsements, or promote commercial or political interests. This is inclusive of shared posts and comments.

3.4.3 Moderation of Social Media Platforms

Council's social media accounts are monitored and moderated intermittently during business hours, and may be monitored at other times. Failure to adhere to any terms in clause 3.3 may result in the removal or hiding of content and/or contributors being blocked from accessing Council's social media accounts. If a comment or post is moderated by Council, the contributor can request a review by contacting the Marketing and Communication Unit within two weeks of the moderation occurring.

4 Responsibilities

The CEO is responsible for the implementation of this policy.

5 Related Legislation and Documents

- ASTC Brand Guide

Social Media

Council Policy



- Code of Conduct – Schedule one – *Local Government Act 2019*
- Code of Conduct – CEO
- Code of Conduct – Team Members
- Delegations Register
- Media Policy
- Caretaker Policy

6 Communication and Training

Will this policy be communicated through consultation to teams?	Yes
Where will this policy be available?	Council Website
Will training needs arise from this policy? If yes, who will be responsible.	Yes, Marketing and Communications Coordinator