

Digital Media Guidelines

Please use the Digital Media Policy in conjunction with these guidelines.

Guidelines for authorised online representatives

Those authorised to represent CGRC on social media are:

- General Manager
- Communications Officer
- Back-up delegate for the Communications Officer
- Delegate for the Visitor Information Centres

As an authorised online representative, you are required to:

- Ensure that all content you publish is factually accurate and complies with relevant legislation, including copyright, contempt of court, defamation, discrimination, harassment and other applicable laws.
- Ensure that all content you publish complies with Council policies, including those relating to privacy, harassment, computer usage, disclosure and compliance.
- If you are unsure as to the factual accuracy of your proposed content, or believe that the content poses a legal risk, discuss the content with your Manager and the Communications Officer.
- Disclose only information that is publicly available or which you have written authorisation to disclose.
- Examples of types of confidential information that should not be disclosed include: legal matters, financial information or staff movements. If you are unsure about what CGRC information is in the public domain, you should check the Council website. If in doubt, check with your relevant Manager.
- Only comment on, or discuss, topics that fall within your area of responsibility as the part of CGRC. Where an issue arises that is outside your area of responsibility, escalate the matter to the relevant department and/or manager immediately. If the form of social media being used requires an immediate response to the query, let the person with the query know that the request has reached the relevant team for action.
- Ensure you do not disclose other people's personal information on social media platforms, without the consent of the person whose information is being disclosed. Personal information includes a person's name, picture, email address or phone number.
- Identify yourself as a representative of CGRC. In some circumstances, it may also be necessary for you to identify which business unit you are representing and to identify your role.
- Respect the individuals and online communities in which you interact as well as the forums, platforms or websites on which you interact.
- Be polite and respectful of the opinions of others, even where you disagree with those views.
- Adhere to a platform's Terms of Use.

Enquiries, Complaints and Disclaimers

Social networks provide community members with a direct point of contact to Council. Due to its accessibility, many residents use social media to lodge an enquiry or complaint.

The instantaneous and widely available nature of social media results in a colloquial and informal channel in which users expect an immediate response from Council.

Council is unable to respond to formal complaints and service requests through social platforms, however, comments of this nature should be forwarded to the relevant department and the enquiry or complaint responded to within 24-hours. The social media moderator will ensure the post or comment is forwarded to the appropriate department, and should inform the online user that their concern/feedback has been forwarded to the relevant officer.

If a user continually posts inappropriate comments or Council receives comments from a user who has been classified as unreasonable, Council reserves the right to delete posts or comments / block the user from Council's social media pages – this action is considered a final resort after trying to remedy the user's concerns.

Council will feature the following disclaimer within the profile of official accounts to safeguard against any negative sentiment.

Moderation of posts and comments

CGRC values the opinion of our residents and community members and we actively seek ideas and feedback from the public, encouraging open conversation and debate. However, we expect participants to behave in a respectful manner.

We reserve the right to delete material that is:

- *knowingly false or mischievous;*
- *defamatory, personal or harassing in nature;*
- *misleading, obscene, sexist or racist;*
- *promotional, commercial or spam; or*
- *unlawful or incites others to break the law.*

When deleting a post Council will advise the author directly as to the reason for the removal of the post.

Enquiries

While we try to assist you as best we can, many matters can't be resolved via social media.

You should contact Council through our website, by phone or in writing if you:

- *have an enquiry*
- *need to request a service*
- *would like to give us official feedback*
- *wish to make a complaint*

Website Content

Content Guidelines

While multiple representatives may be producing and publishing content across both social and owned platforms, it is important that these representatives have one voice that embodies and expresses Council's values. To ensure consistency of branding and communication on behalf of CGRC, all content should comply visually with the style guide and all written communication should carry the CGRC's Tone of Voice (TOV).

Identify purpose and audience

Determine the aims of the page before commencing with writing. This is likely to require consultation with managers of the relevant area, whilst also aligning the aims of the page with the direction and intention of the web site.

Aims may include one, or a combination, of the following:

- informing
- raising awareness
- instructing
- promoting
- training
- engaging
- persuading

Identify the intended audience(s) of a web page or section of a website as these may vary depending on the topic. For example, a business audience for information about development applications or a teenage audience for a new youth program. Typical categories include: the public, businesses, citizens, researchers, other governments and tourists.

For each intended audience group, determine any characteristics that might impact on the way in which the text should be written or presented. Characteristics include: age, education, cultural background, location, gender and Web experience.

Consider different users might use the web - people approach websites in many ways and have different expectations about the content. Common themes to Web use include the following:

- Users scan web pages until they see something that meets their needs.
- Many users are impatient and time-poor.
- Users aim to spend as little time on a website as possible.
- Many users do not care why a program or service is offered, they just want to know how to get it, what they need to do or need to know.

Tone of voice

CGRC's TOV for digital media communication should be:

- More qualitative than quantitative
- Inclusive, welcoming, responsive, supportive – the qualities of a friend
- More vibrant than subdued – expressive
- More colourful than neutral
- More extroverted than introverted – outgoing

Style guide

All graphics and materials distributed via social media or uploaded on the CGRC website should comply with the visual identity and all components outlined in the official Council Style Guide.

(See Style Guide)

Language

All content should be consistent with CGRC's language conventions and writing style guide.

(See Writing Style Guide)

When preparing content:

- Use succinct and easy-to-understand headings to help users find information fast;
- Layer information (using tab structure as well as paragraph structure) especially when presenting users with large blocks of text. Allow the reader to judge whether the section of the website they are in is relevant before presenting the entire information;
- Place critical information in plain sight when entering web page;
- Use dot-points and lists where appropriate as they are easier to scan than paragraphs;
- Write succinctly and try to avoid big blocks of unbroken text;
- Use hyperlinking – the referencing to a document, or specific element within that document, that the reader can directly follow. This assists in presenting information in layers. Non-essential information can be referred to and accessed via a hyperlink;
- When writing, always consider any other Web pages and online documents to which you might refer readers;
- The Web is not just for presenting text. Users come to a website with an expectation that they will not only read information but interact with it, see things and follow links to other information;
- Use graphic representation or an image where this can contribute to conveying your message, ensuring that the infographic is well explained and fits with the overall message; and
- Consider how information is laid out and use text boxes, FAQs, infographics, images, step-by-step or diagrams where appropriate.

Example Page Copy: Environment, Health and Safety

Information about our local environment and public safety, including food safety, pests and weeds and pollution monitoring.

- Emergencies and Disasters
- Food Safety
- Pests and Weeds
- Pollution Monitoring

Pest and Weeds

Managing pests and weeds on your property and around your home.

- Pests
- Weeds

Pests

Pests and insects cause economic losses to agricultural production, pose an unacceptable risk of exotic disease, threaten the survival of native species, and cause environmental degradation.

Species currently declared pests in NSW include:

- Wild rabbits;
- Wild dogs;
- Feral pigs;
- European Red Foxes;
- Feral Camels; and
- Locusts (Australian Plague, Spur-Throated and Migratory species).

Under the Local Land Services Act 2013, all land managers in NSW have an obligation to control declared pest species on the land they own, occupy or manage.

For information or assistance in managing pests on your land, visit the [Riverina Local Land Services \(LLS\) website](#) or call the xx LLS Office on (02) xxxx from Monday to Friday during business hours.

Editing

Before publishing make sure that the content is accurate and ready for publication.

- Ensure that content is approved by the relevant manager.
- Ensure that the language conventions outlined in the Writing Style Guide are adhered to in all content.
- Have the contents proof-read before being published.

Website Administration

The CGRC website is managed by the Communications Officer in line with the Digital Media Policy.

Currency of Information

Information that is up to date is essential to the website being perceived to be relevant and useful by the viewer.

Maintain a schedule to ensure website review including:

- Date sensitive information is to be reviewed weekly to ensure that there are no events, requests for feedback or other deadlines being publicised that are out of date. Where possible events should be scheduled with an automatic removal date.
- All website content is to be reviewed by the site administrator and content owner quarterly to ensure that information remains up to date.
- All links to external content and websites are to be reviewed quarterly to ensure that there are no broken links or out of date information.
- Annual review of the site to ensure it remains best practise for local government sites and is compliant with relevant legislation and standards.

Developing New Accounts

Council's General Manager and Communications Officer must authorise the use of online marketing tools such as additional Council websites (or micro-sites) and social media channels that are branded or deemed to be associated with CGRC.