

From: [REDACTED]
Sent: Wednesday, 8 August 2012 12:18:56 PM
To: Lithgow City Council
Subject: Submission to Draft Policy 9.18 Media And Social Media [SEC=UNCLASSIFIED]

Dear Council,

I have a some feedback regarding the Draft Policy for Media and Social Media:

Section 3:

The purpose described is too general. Nowhere in the policy does it state that the use of social media is part of the digital marketing and public relations strategy of the council.

There is also no mention whether there will be an ongoing audit of communication channels used by the council.

There is also no evidence that a SWOT analysis was conducted in the process of drafting the policy.

Fit for purpose and future proofing – the policy should reflect the use of social media tools in context of other councils and industry best practice. Why is the council considering it? How effective will it be?

Section 5: Authorised Representatives

Are the incumbents in the positions outlined in this section fully equipped with skills and knowledge regarding how social media works, the impact of statements made on social media, resilience regarding statements made by the public.

Section 7: Risk Assessment (New)

There needs to be a section in this policy that discusses risk assessment and what controls are put in place to mitigate risk. Have inherent risks been considered and what is the residual risk once controls have been approved and implemented?

Section 8: Communication Strategy (New)

This is a policy about a communication tool but there is no reference how the policy will be communicated, reviewed and updated.

Below is the policy used by the Sunshine Coast Council in Queensland. They have the use of social media to be positive. Perhaps some consultation with them in regards to lessons learnt would be of benefit.

http://www.sunshinecoast.qld.gov.au/addfiles/documents/publications/social_media_guidelines.pdf

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