

Social Media Policy

- *Ask questions – *start the conversation*.
- *Solve problems – *help each other out*.
- *Be positive – *celebrate each other's posts*.
- *Be informed – *use search and see if anyone else has posted the answers you seek*.

We provide a safe space for discussions on upcoming events, projects, ideas, questions and feedback. We value diverse perspectives that enrich our community. Feel free to share your thoughts, as constructive criticism and open conversations are encouraged.

Together, let's make our social media pages positive and informative spaces for all.

Be kind and courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

No hate speech or bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things such as race, religion, culture, sexual orientation, gender or identity will not be tolerated.

On-topic posts only

To maintain the quality of content and discussion, all posts should be on topic and aligned with the group's objective of fostering cross-cultural understanding, inclusivity, and diversity within East Gippsland Shire Council and immediate surrounding areas.

No commercial promotions or spam

Give more to this group than you take. This group is intended for community members to share information and opportunities, not to promote businesses. For this reason, commercial interests, spam, or irrelevant links are generally not allowed.

To ensure a safe and inclusive environment, we do not allow the following types of content on our social media channels:

- Abusive, defamatory, harassing, profane or sexual language/imagery.

- Confidential information.
- Copyright or ownership-protected materials.
- Commercial solicitations or transactions.
- Deliberately false or misleading content.
- Discriminatory material related to age, cultural background, disability, family status, gender, marital status, nationality, parental status, political opinion/affiliation, pregnancy or potential pregnancy, religious beliefs/activity, responsibilities, or sexual orientation.
- Illegal materials or materials promoting law-breaking.
- Materials that could bring disrepute to the Council or its stakeholders.
- Materials that may compromise the safety of the Council, employees or systems.
- Materials that violate applicable laws, including the Equal Opportunity Act 2010 (Victoria); Charter of Human Rights and Responsibilities Act 2006; Racial and Religious Tolerance Act 2001 (Victoria); and Occupational Health and Safety Act 2004 (Victoria).
- Personal details or references to Councillors, Council staff, or third parties that may violate privacy laws.
- Posts intended to disrupt discussion.
- Spam, such as commercial interests, solicitations, advertisements, or endorsements.

Any user-generated content that violates these guidelines will be hidden or removed. Repeat infringements may result in user suspension.

We reserve the right to delete posts and/or replies containing factual errors, misleading information, or potentially dangerous health advice as well as posts that are not related to the topic of the initial post. Fake or anonymous posts may be deleted.

Our responses to comments will be at our discretion. For the quickest response, please contact Council directly at (03) 5153 9500.

Content moderation

Our social media pages are monitored by staff Monday to Friday between 9.00 am and 5.00 pm. We will promptly remove inappropriate posts whenever possible. We may also disable comments on certain posts to help with content moderation.

Record-keeping

Information posted on our social media channels may be recorded for Council and statutory purposes. For more information on our privacy policy, please visit www.eastgippsland.vic.gov.au/publications-and-policies/information-privacy-policy-guidelines.