

Greater Dandenong City Council

Social Media Strategy

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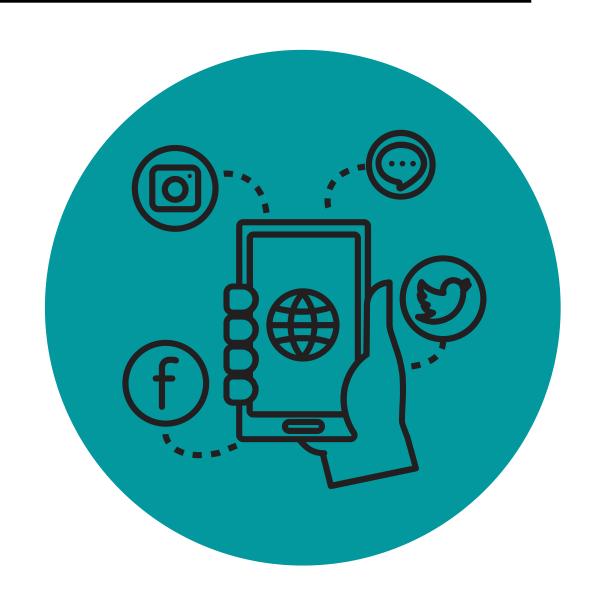
Background



Council's Social Media Strategy was created by the Media and Communications team, following consultation with teams and stakeholders across the organisation.

The Social Media Strategy aims to:

- outline a strategic approach and an operational plan for managing communications on Council's social media platforms
- better coordinate content creation and submission.



Purpose and goals



The purpose of Council's social media channels is to support Council's service delivery, vision and digital strategy goals.

- Vision The City of Greater Dandenong is a home for all where you can enjoy life and embrace opportunities.
- Digital Strategy The overall vision for our digital strategy is to ensure each action and decision we make contributes towards building a smarter, more digitally enabled future for our community and organisation.

The Social Media Strategy is guided by and aligns with our overall purpose (service delivery), vision and digital strategy goals.

Our values



Our values lead the decisions we make around social media. Our values are:

- Accessibility our communications are easily accessible to the community, no 'jargon'
- Transparency everything we do is honest, aiming to build trust
- Authenticity our tone of voice and personality reflect Council's identity



Roles



Managing social media is a shared responsibility that requires every team in the organisation to participate.

- Communications team curates content and coordinates communications delivery
- Channel owners curate content for their specific audiences and liaise with other channel owners about content sharing
- Content owners/contributors provide the content for social media channels

Responsibilities



Channel owners and content contributors attend a monthly social media working group meeting. This working group is an opportunity to coordinate content across the organisation, share schedules and discuss opportunities for cross promotion and innovation.

Channels owners need to complete and submit a <u>Social Media</u>
<u>Agreement</u>.



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Audience



Our audiences guide the work we do.

Broader community

Local community

- Residents, rate payers, families, young people
- Customers and service users
- Councillors, Members of Parliament
- Schools and community groups
- Council staff

Other councils and authorities

Business

Tourism and visitors

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Voice and Tone

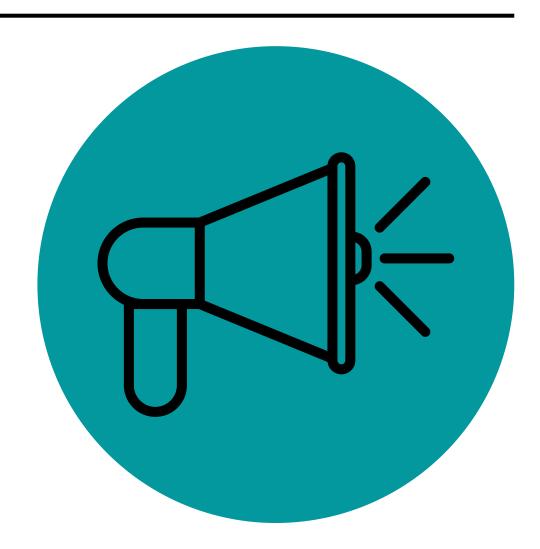


Everything we do is:

- Accessible
- Transparent
- Authentic
- Accountable
- Respectful
- Knowledgable

Our voice is:

- Warm, inclusive and 'humanising'
- Honest, aiming to build trust and connection
- Relaxed, 'smart casual'



Council's social media profiles



CGD Facebook

- Purpose- providing information, promoting services, advocacy
- Audience- local and broader community, business, stakeholders
- Voice- smart casual, playful, informative

CGD Instagram

- Purpose- creating a sense of place, advocacy
- Audience- local and broader community
- Voice- informal, promotional

CGD LinkedIn -

- Purpose- celebrating CGD as a great place to work and do business
- Audience- other professionals in the sector, job seekers and business owners
- Voice- professional, promotional

(see '<u>LinkedIn Content Strategy</u>')

CGD YouTube

- Purpose- creating a sense of place, advocacy
- Audience- local and broader community, stakeholders
- Voice- informative

CGD X (formerly Twitter)

- Purpose- news alerts, media releases
- Audience- local and broader community, stakeholders
- Voice- professional, journalistic

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Arts' Social Media Channels

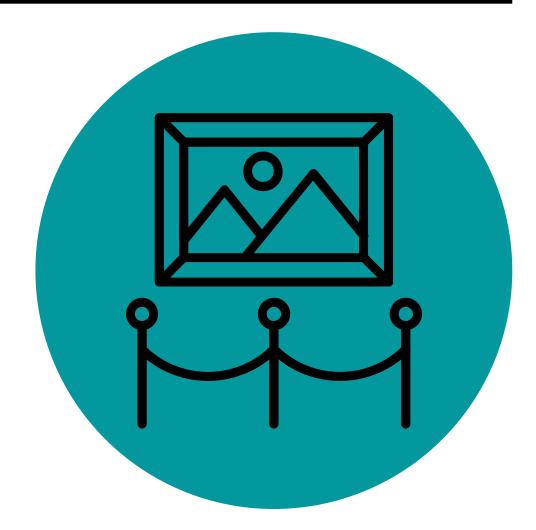


Arts in Greater Dandenong Facebook

Purpose- to promote arts opportunities, exhibitions, and programs to the arts community

Arts in Greater Dandenong Instagram

Purpose- to promote art exhibitions, events and programs and showcase arts and theatre in Greater Dandenong using high quality visual content

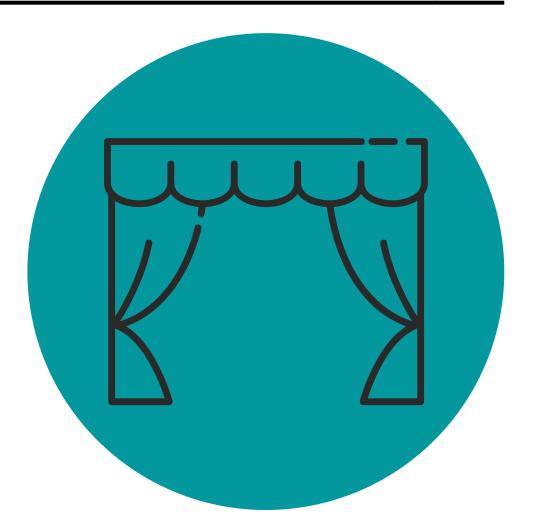


Drum Social Media Channels



Facebook

Purpose- promote and showcase programming and Drum offers to the broader community



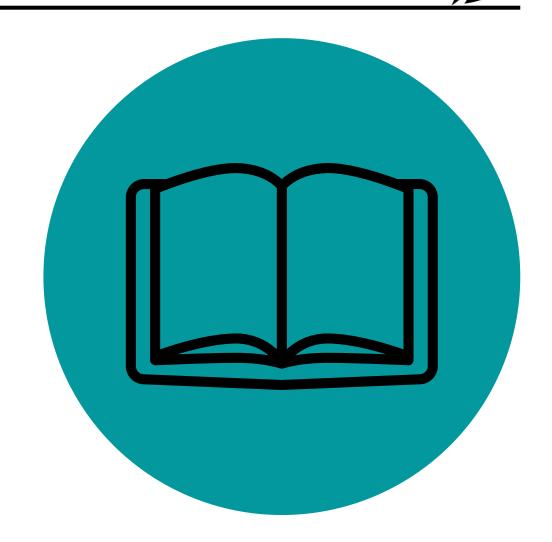
Libraries' Social Media Channels (*)

Facebook

Purpose - To engage in two-way communication with the library community to encourage life-long learning and literacy

Instagram

Purpose - To showcase the library and build a visual story



Youth Services Social Media Channels



Facebook

Purpose- provide information targeted to 12-25 year olds and organisations that provide services to young people about events, programs and opportunities

Instagram

Purpose- provide information targeted to 12-25 year olds and organisations that provide services to young people about events, programs and opportunities

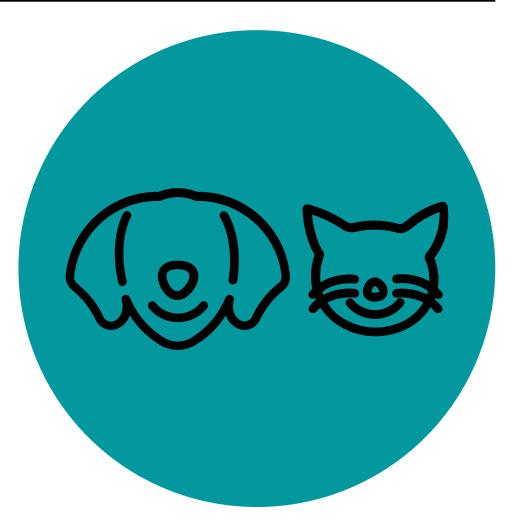


Other Social Media Pages



Greater Dandenong Lost and Found Pets

Purpose- to reunite lost and found pets with their owners and promote animal services and information



Our Content Pillars



Our content can be categorised under our three content pillars:

Inform

This content is to inform and educate residents about our services, news and what we do.

Invite

This content promotes our major events and community events, jobs and opportunities and informs the community of Council consultations opportunities to contribute and participate.

Educate

This content involves building a sense of community to enable behaviour change and targeted education around community/broader issues.

Sharing third-party content 1/2 \$\footnote{1}\$

Sharing of third-party posts amplifies the message and allows adding own comments or localised information.

Guidelines to sharing:

- Always share from original source and add your own comments in the post caption to provide context
- Always use the voice of the channel you are sharing to when sharing

When sharing content from third-party profiles, follow the following framework:

- Is the information relevant to the Greater Dandenong community?
- Will this create collaboration between other organisations?
- Is the content coming from a source that is supported by Greater Dandenong City Council?

If yes to one or more of these, content can be shared.

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Sharing third-party content 2/2 17



The following content will generally not be shared however can be assessed on a case-bycase basis.

- News (exceptions include sharing content from news organisations when relevant to our community, e.g share your favourite place in Greater Dandenong - ABC, SBS campaigns).
 - We should be the source of the news, so if there is a story about something in the media there should also be a media release on our website. Share from our website where possible.
- Political content (Political content will be shared only when led by Council, example: Black Lives Matter, wars overseas and political unrest)
- Can of worms content (e.g. crowd funding, missing persons. If we share this content, we will always need to share this kind of content)
- Community events (these can be promoted as part of the monthly 'What's On in Greater Dandenong post on Facebook and Instagram) PAGE 18

Topical or political content



When sharing, posting or responding to content or comments about topical or political content, follow the following framework:

- Monitor what is being said Use social listening to identify potential issues
- Do we need to respond?
 - Is it topical?
 - Is it relevant to the local audience?
 - Do we have something meaningful to add to the conversation?
 - Is it a publicity crisis? (Is there media coverage on news channels relating to Council or the local community? Is there inaccurate information spreading on social media channels relating to Council or the local community?)
- Review and pause scheduled posts as required, limit comments if required.
- Communicate internally.
- Respond in a professional way as soon as possible.
- Issue a media release on the website if required. Share a link to the media release on social media channels.

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Requesting a new channel



Managing a social media platform is a big job. Some considerations to make before requesting a new social media channel are outlined below:

- Content creation: Is there enough effective, regular content for a channel?
- Identity: Will your channel have a separate strong identity of its own
- Audience: Diluting audience vs joining forces will cross promotion help achieve your goals?
- Platform selection: where is your target audience?
- Richness of media/content: Considering this will assist you in deciding which platform is suitable
- Resourcing: Are there resources in your team to manage a new channel?

Contact Media and Communications on news@cgd.vic.gov.au to discuss.

Related documents



<u>Creating Effective Social Media Posts - Social Media Post template</u>

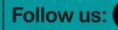
Engaging on Social Media/Response Chart



















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