

GUIDELINES

SOCIAL MEDIA MODERATION



Council representatives will try to assist with simple questions or issues received through social media and may be able to assist with more complex matters. Some issues and questions can't be resolved via social media.

For privacy, complexity or other reasons, a Council representative may request that a comment, request or complaint is lodged online via our Online Services portal, via email or in writing. If a representative requests an alternate contact method for further correspondence regarding a matter, they may cease to communicate further regarding matter on social media as they cannot assist further.

Due to the nature of social media and platform limitations that affect how official pages can interact across platforms, Council representatives will only respond to comments and issues raised on official channels and not in other places such as on third party community pages.

Moderation of Public Comment

Social media channels are regularly monitored and maintained to ensure appropriate use by participants. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice.

We reserve the right to remove;

1. Material that would offend contemporary standards of taste and decency, including abusive, aggressive, disrespectful, profane or sexual language
2. Statements which may be considered defamatory or harassing of our employees, Elected Members, volunteers or participants in our channels
3. False, misleading or mischievous complaints or statements about individuals, companies, Council or the government
4. Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender identity, nationality, marital status, parental status, political opinion, affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs, responsibilities, sex or sexual orientation
5. Flooding or ongoing posting of comments of the same nature or the same issue, when these comments have been appropriately responded to in the past and no additional information can be provided
6. Comments that are off topic or not in relation to the original post
7. Materials which would breach laws including defamation, privacy, trade practices, copyright, financial rules and regulations, fair use, or trademark
8. Illegal material or materials designed to encourage law breaking
9. Comments or posts about confidential matters or containing confidential information about Council or third parties. This includes personal details or references to Council members, Council staff or confidential issues
10. Material which would bring the Council into disrepute or cause reputational damage
11. Spam or other unapproved material that is promotional or commercial in nature

The failure of social media participants to adhere to the above guidelines will result in moderation and potential banning from our pages, untagging of the City of PAE page, deletion of comments from posts and removal of posts from City of PAE social media pages.

Warnings and Bans

A user may be warned not to violate the moderation guidelines when interacting with Council social media pages. At the discretion of the CEO, a user may be banned from interaction with council social media pages for a period of time, for violating the moderation guidelines.

A person banned from Council social media pages will still be able to contact the Council via other methods including by phoning the Customer Service line or emailing the customer service email address.