# Council Policy Manual

## CP1.9    Media Policy - Media Statements, Press Releases and Social Media

### POLICY OBJECTIVE

To provide the Lord Mayor and the Council with a professional internal/external public relations service to ensure that the Council's decisions and activities are accurately and fully advised to the media and reinforce that the Lord Mayor is the authorised spokesperson of the City of Perth as prescribed in legislation.

This policy outlines the protocols and obligations for City of Perth Elected Members when using social media and applies to all social media accounts managed by an Elected Member, regardless of whether the account states the person is an Elected Member of the City of Perth or not.

### POLICY STATEMENT

**Media Statements & Press Releases**

The Council's policy on delivery, content and availability of press releases and media statements is as follows:-

1.    The Lord Mayor, or in his/her absence the Deputy Lord Mayor or the Chief Executive Officer, are the only persons authorised to provide comment to members of the media on behalf of Council and the City of Perth.

2.    Elected Members may make their own personal position known about any matter, which is pertinent to the business of the City, including Council decisions provided that it cannot be construed to be a statement on behalf of the Council.

3.    Elected Members will refrain from making personal statements to the media without clearly prefacing such remarks that they are personal views and not those of the Council;

4.    There shall not be any adverse reflection on Elected Members, External Members, Employees or a Council/Committee decision.

5.    All Elected Members of the Council shall be able to inspect and/or obtain a copy of any press release so filed, at any time.

6.    Media statements and press releases must not include information of an electioneering or personal promotional purpose.

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**7.**    Press releases will be made available to Elected Members and the general public by publishing on the City's website on the day of release.

**Social Media**

Elected Members when using personal social media must:

- Expressly state on all social media platforms that the views stated are their own and are not those of the City of Perth or the Council;

- Not disclose confidential information;

- Ensure that all content published is accurate and not misleading and complies with all relevant City policies and legislative requirements;

- Not adversely reflect on Elected Members, External Members, Employees or a Council/Committee decision;

- Adhere to the guidelines of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable law.

Notes:    The Media Unit does not respond to questions on behalf of Elected Members, or Employees in their personal capacity.  The role of the Media Unit is to represent the City of Perth as a whole.

This Policy should be read in conjunction with the Elected Member Code of Conduct and any breach of this Policy may also be considered a breach of the City of Perth Code of Conduct.

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