

1.1 Action area summary eSmart Libraries – eSmart working group

Planning:

- Identify eSmart Coordinator :
 - City of Greater Dandenong Libraries have nominated two coordinators for the eSmart project – Ros Tiberi and Jane Baker as co-coordinators
- eSmart Working Group formed
 - 8 members form part of the working group representing different areas
- Advisory group formed. eSmart Coordinators will meet regularly for updates and advise.

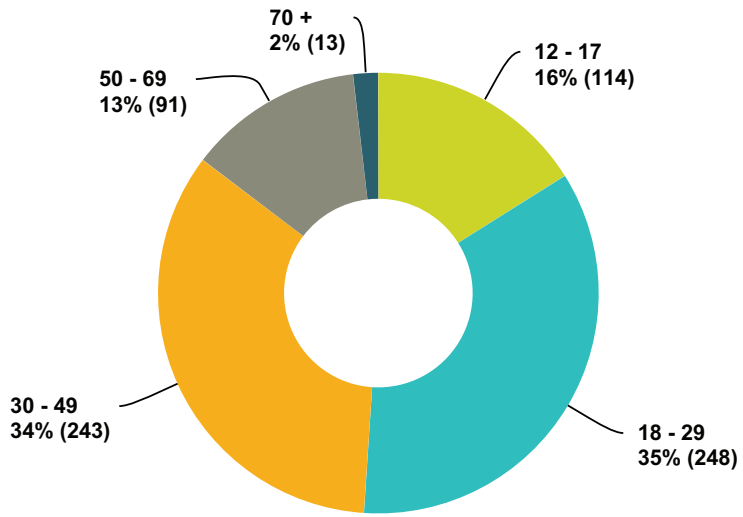
Implementing:

- Monthly Working Group meetings have been organised until March 2016
- Tasks have been allocated to each member of the working group to identify gaps in the library service according to the eSmart Libraries Framework. These are reported back and reviewed at the Working group meetings.
- Each member of the working group to provide summaries of their areas
- eSmart coordinators to provide regular reports back to the Advisory Group to be taken up to Senior Management Meetings.

Users E-Smart Survey

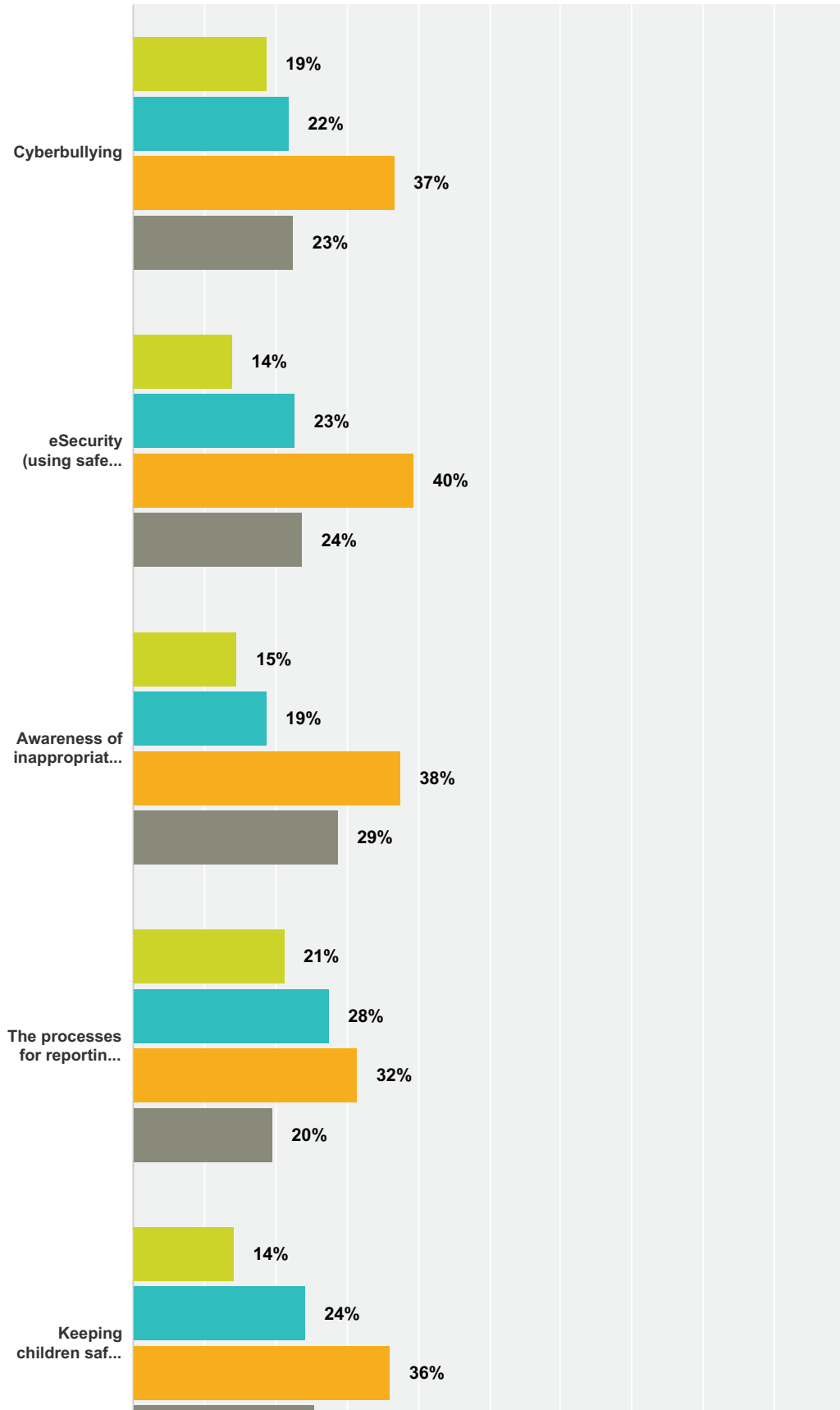
Q1 Age:

Answered: 709 Skipped: 102

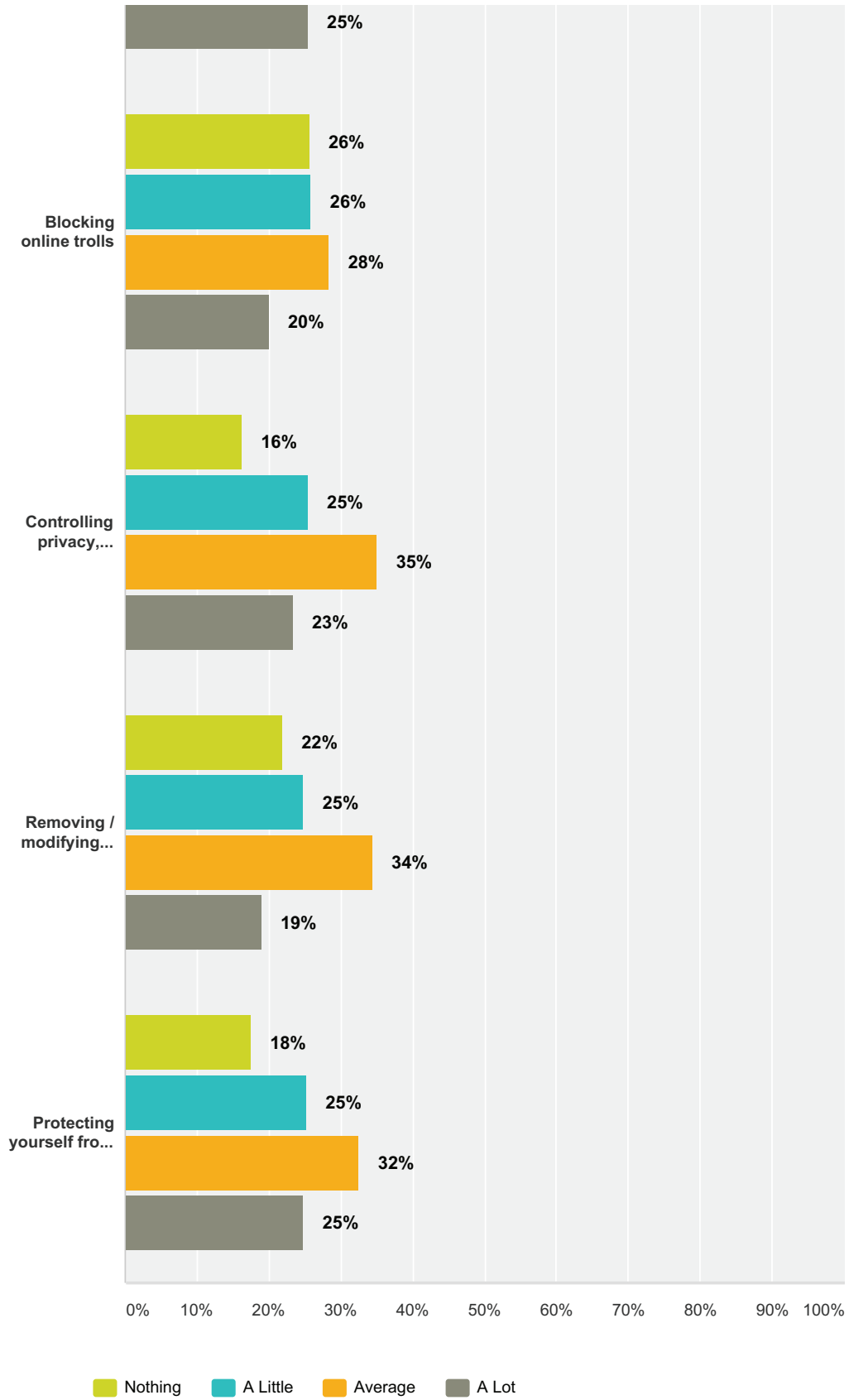


Q2 How much do you know about:

Answered: 759 Skipped: 52



Users E-Smart Survey



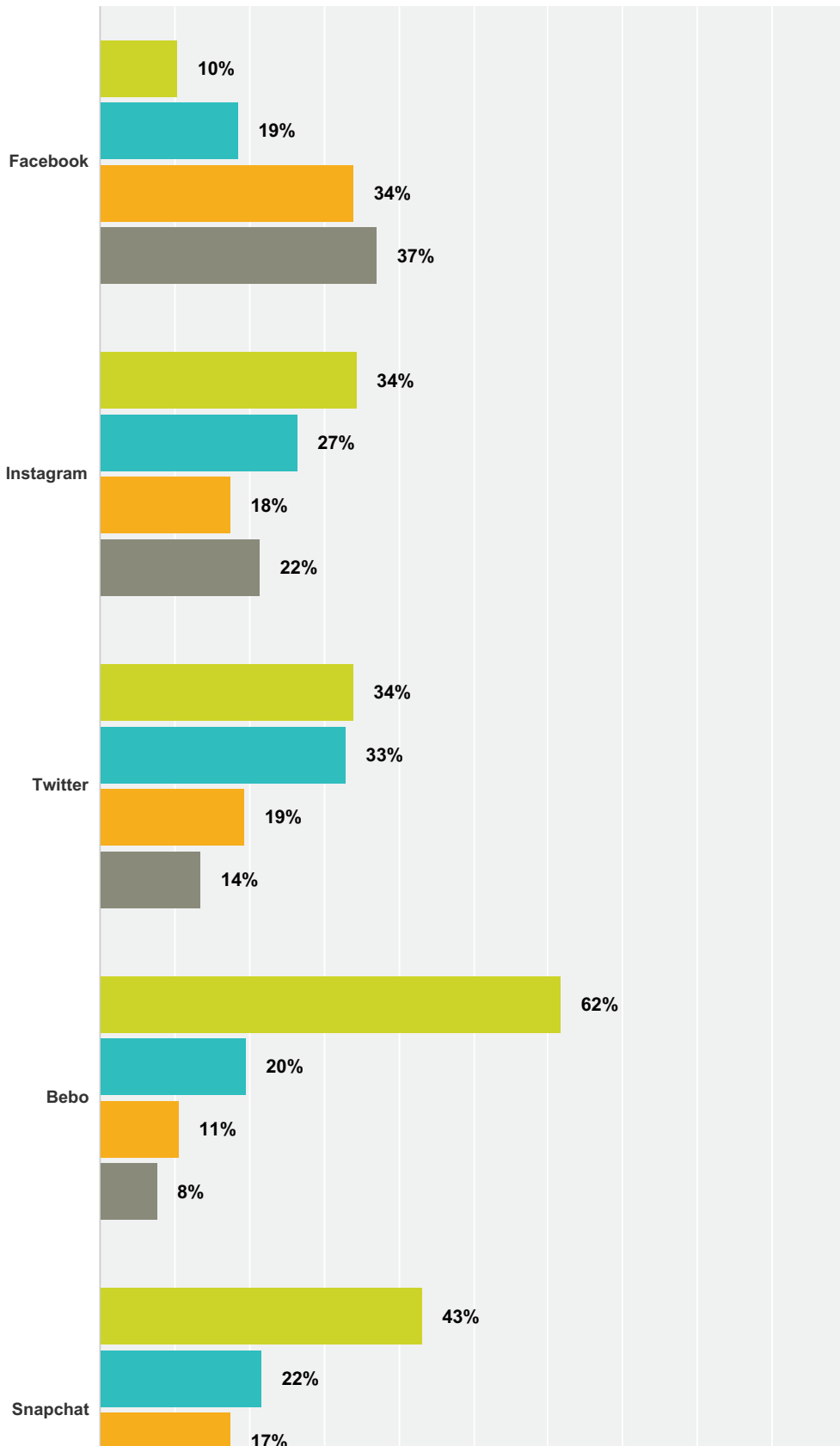
	Nothing	A Little	Average	A Lot	Total
Cyberbullying	19%	22%	37%	23%	
	140	162	272	168	742

Users E-Smart Survey

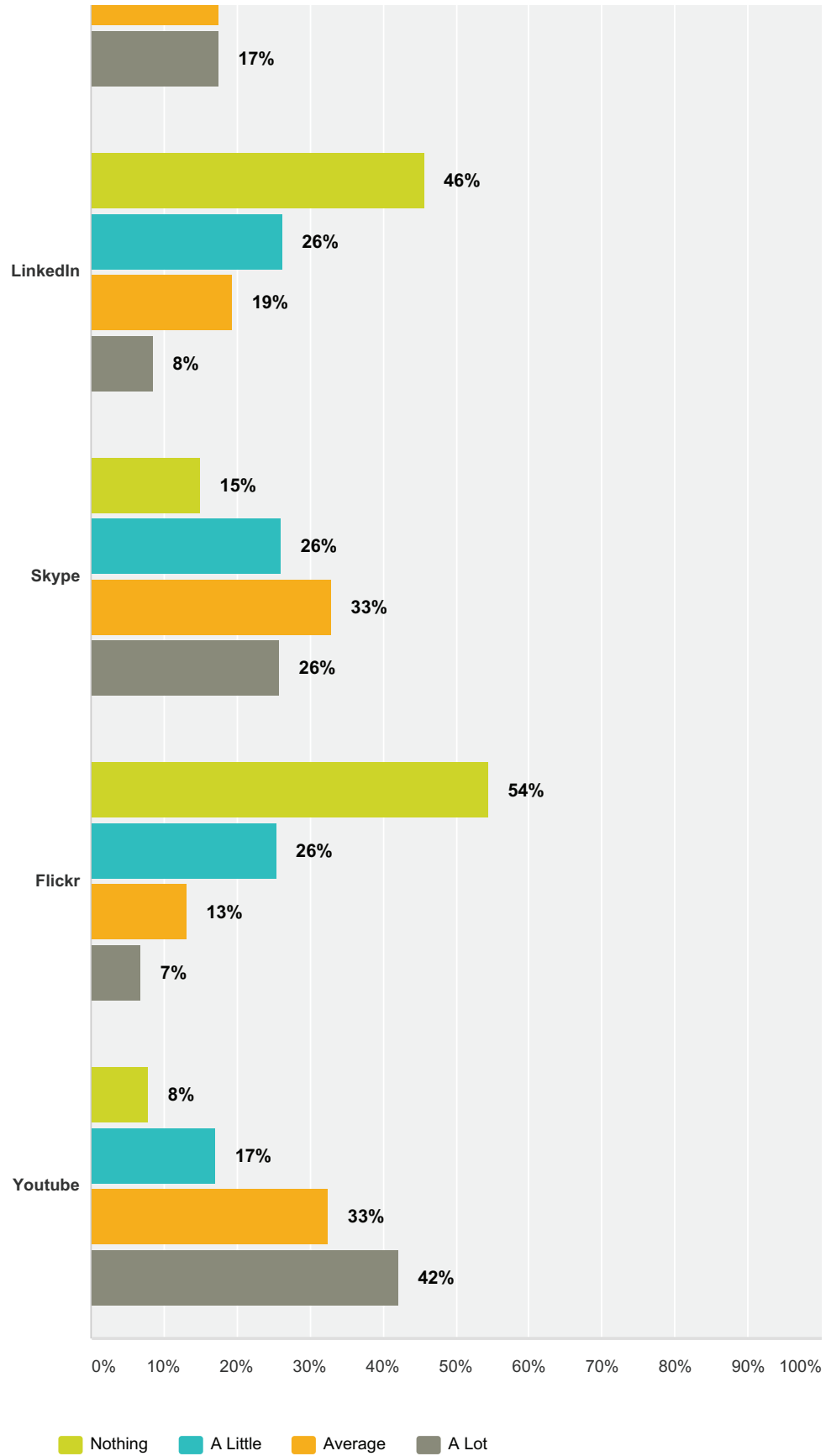
eSecurity (using safe passwords, anti-virus software, online fraud)	14% 99	23% 160	40% 279	24% 168	706
Awareness of inappropriate, offensive and illegal online behaviour (sexting, cyber-stalking etc.)	15% 106	19% 136	38% 272	29% 209	723
The processes for reporting inappropriate, offensive or illegal online behaviour	21% 153	28% 199	32% 227	20% 141	720
Keeping children safe online	14% 102	24% 174	36% 258	25% 182	716
Blocking online trolls	26% 184	26% 185	28% 203	20% 143	715
Controlling privacy, security and access permission settings of online content	16% 117	25% 182	35% 251	23% 167	717
Removing / modifying social media content	22% 155	25% 175	34% 243	19% 134	707
Protecting yourself from online predators	18% 123	25% 177	32% 228	25% 174	702

Q3 How much do you know about these social media websites:

Answered: 741 Skipped: 70



Users E-Smart Survey



	Nothing	A Little	Average	A Lot	Total
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Users E-Smart Survey

Facebook	10% 76	19% 136	34% 249	37% 272	733
Instagram	34% 241	27% 186	18% 123	22% 151	701
Twitter	34% 239	33% 232	19% 137	14% 96	704
Bebo	62% 432	20% 137	11% 75	8% 54	698
Snapchat	43% 304	22% 153	17% 123	17% 123	703
LinkedIn	46% 319	26% 184	19% 135	8% 59	697
Skype	15% 106	26% 183	33% 232	26% 181	702
Flickr	54% 376	26% 176	13% 91	7% 47	690
Youtube	8% 57	17% 123	33% 233	42% 302	715

#	Do you use any other social media websites (please specify)	Date
1	google	4/17/2015 11:33 AM
2	no	4/6/2015 3:48 PM
3	Facebook	4/6/2015 3:17 PM
4	No	4/5/2015 4:53 PM
5	NO, I DON'T.	4/5/2015 4:42 PM
6	No	4/5/2015 12:20 PM
7	imessage	4/4/2015 1:29 PM
8	Tumblr	4/2/2015 10:25 PM
9	yes	4/2/2015 2:30 PM
10	No	4/2/2015 1:19 PM
11	google	4/1/2015 5:42 PM
12	and also tumblr	4/1/2015 5:09 PM
13	facebook	4/1/2015 4:22 PM
14	no	4/1/2015 3:14 PM
15	facebook	4/1/2015 1:07 PM
16	facebook	4/1/2015 12:23 PM
17	WhatsApp	4/1/2015 11:27 AM
18	Tumblr	4/1/2015 10:33 AM
19	instagram	3/31/2015 7:09 PM
20	Oovoo, Kik, Messenger	3/31/2015 5:37 PM
21	None	3/31/2015 4:59 PM
22	none	3/31/2015 3:00 PM

Users E-Smart Survey

23	facebook	3/31/2015 2:57 PM
24	tumblr	3/31/2015 1:00 PM
25	tumblr	3/31/2015 12:39 PM
26	Pinterest	3/31/2015 11:35 AM
27	no	3/31/2015 11:05 AM
28	no	3/31/2015 10:54 AM
29	shadi.com	3/30/2015 5:21 PM
30	no	3/30/2015 4:09 PM
31	no	3/30/2015 2:24 PM
32	no	3/30/2015 2:16 PM
33	Kik	3/30/2015 12:32 PM
34	faccbook, youtub, skype	3/30/2015 11:39 AM
35	Facebook	3/30/2015 10:30 AM
36	No	3/30/2015 10:20 AM
37	no	3/28/2015 2:59 PM
38	No	3/28/2015 2:26 PM
39	tumblr	3/28/2015 2:23 PM
40	Facebook	3/28/2015 12:16 PM
41	http://www.kik.com	3/28/2015 11:46 AM
42	tumblr	3/28/2015 11:29 AM
43	Tumblr	3/28/2015 11:13 AM
44	Kik	3/28/2015 11:11 AM
45	no	3/28/2015 11:08 AM
46	facebook	3/28/2015 11:08 AM
47	9gag/tinder	3/27/2015 8:26 PM
48	no	3/27/2015 5:58 PM
49	Pinterest	3/27/2015 2:57 PM
50	none	3/27/2015 11:59 AM
51	linkedIn	3/26/2015 7:12 PM
52	FACEBOOK, twitter,skype	3/26/2015 6:07 PM
53	no	3/26/2015 5:38 PM
54	Google+	3/26/2015 4:18 PM
55	Facebook	3/26/2015 3:37 PM
56	facebook	3/26/2015 2:31 PM
57	viber	3/26/2015 1:59 PM
58	fb	3/26/2015 1:25 PM
59	Kik	3/26/2015 12:36 PM
60	my space	3/25/2015 8:31 PM

Users E-Smart Survey

61	nil	3/25/2015 7:41 PM
62	I use google	3/25/2015 6:39 PM
63	No	3/25/2015 6:30 PM
64	no	3/25/2015 6:27 PM
65	no	3/25/2015 6:00 PM
66	Facebook & Instagram	3/25/2015 4:32 PM
67	Google+	3/25/2015 4:28 PM
68	no	3/25/2015 4:14 PM
69	Everything but also nothing hahahahahaha	3/25/2015 3:56 PM
70	google	3/25/2015 2:19 PM
71	no	3/25/2015 1:35 PM
72	email	3/25/2015 1:33 PM
73	YouTube	3/25/2015 11:29 AM
74	yahoo	3/25/2015 9:38 AM
75	skype, youtube	3/24/2015 8:12 PM
76	FACEBOOK	3/24/2015 7:53 PM
77	no	3/24/2015 3:22 PM
78	facebook, snapchat	3/24/2015 3:07 PM
79	yahoo and hotmail	3/24/2015 12:19 PM
80	no	3/24/2015 10:16 AM
81	facebook, skype	3/23/2015 5:56 PM
82	Tumblr, Deviantart, Weasyl, fanfiction.net, FimFiction	3/23/2015 5:22 PM
83	no	3/23/2015 5:13 PM
84	Facebook,Instagram,Twitter,Snapchat,Skype and Youtube.	3/23/2015 4:30 PM
85	no	3/23/2015 4:02 PM
86	Tumblr	3/23/2015 3:39 PM
87	facebook, viber, messenger, linkdon, e mail	3/23/2015 3:04 PM
88	Tumblr	3/23/2015 1:41 PM
89	Facebook	3/23/2015 12:33 PM
90	no	3/23/2015 11:17 AM
91	no	3/23/2015 11:06 AM
92	no	3/22/2015 4:39 PM
93	google	3/22/2015 4:01 PM
94	pinterest	3/22/2015 2:59 PM
95	noko	3/22/2015 2:08 PM
96	Kik, Tagged	3/22/2015 1:36 PM
97	Viber and kik	3/22/2015 1:08 PM
98	yahoo	3/22/2015 12:58 PM

Users E-Smart Survey

99	No.	3/22/2015 12:24 PM
100	no	3/22/2015 12:13 PM
101	Ravelry	3/22/2015 12:05 PM
102	FACEBOOK	3/21/2015 4:47 PM
103	No	3/21/2015 3:11 PM
104	fb	3/21/2015 2:25 PM
105	facebook, google	3/21/2015 2:07 PM
106	kik messenger	3/21/2015 2:03 PM
107	no	3/21/2015 1:43 PM
108	tumblr	3/21/2015 11:19 AM
109	YouTube	3/21/2015 11:09 AM
110	hotamil	3/20/2015 7:44 PM
111	Tumblr	3/20/2015 7:26 PM
112	Yahoo Messenger	3/20/2015 6:53 PM
113	Viber	3/20/2015 6:08 PM
114	no	3/20/2015 3:25 PM
115	Deviantart	3/20/2015 1:41 PM
116	NO	3/20/2015 1:38 PM
117	facebook	3/20/2015 1:07 PM
118	No	3/20/2015 1:05 PM
119	no	3/20/2015 12:55 PM
120	WeChart	3/20/2015 11:04 AM
121	no	3/20/2015 10:18 AM
122	no	3/20/2015 9:49 AM

Users E-Smart Survey

Q4 Have you created or posted online?

Answered: 513 Skipped: 298

	Tick all that apply	Total Respondents
Film or video	100% 248	248
Music	100% 199	199
Blog	100% 147	147
Social website profile	100% 267	267
Curriculum Vitae / Resume	100% 227	227
Image	100% 353	353
Photo Album	100% 278	278
Websites	100% 164	164
App	100% 109	109
Survey or quiz	100% 178	178
Social media comments	100% 274	274
Social media status	100% 223	223

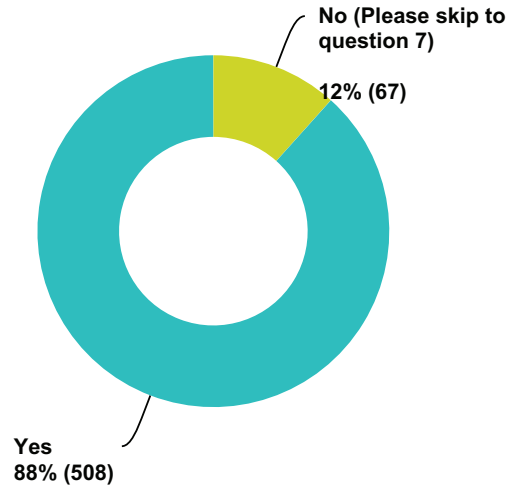
#	Other (please specify)	Date
1	subscribwe to \$--Matt4--\$ but not swartiger and eli is a pygmy	4/2/2015 1:28 PM
2	facebook	4/1/2015 4:22 PM
3	no	4/1/2015 3:14 PM
4	None	3/31/2015 4:59 PM
5	No	3/31/2015 11:05 AM
6	moves	3/30/2015 5:21 PM
7	none	3/27/2015 11:59 AM
8	Subscribe to \$--Matt4--\$	3/25/2015 3:56 PM
9	none	3/25/2015 2:48 PM
10	YouTube	3/25/2015 11:29 AM
11	gmail	3/24/2015 8:24 PM
12	Facebook & Twitter	3/24/2015 4:38 PM
13	visiting website ,links...etc	3/24/2015 12:19 PM

Users E-Smart Survey

14	none	3/24/2015 10:16 AM
15	no	3/23/2015 4:02 PM
16	None	3/21/2015 3:11 PM
17	N/A	3/20/2015 4:57 PM
18	NO	3/20/2015 1:38 PM
19	n/a	3/20/2015 1:07 PM
20	No	3/20/2015 1:05 PM

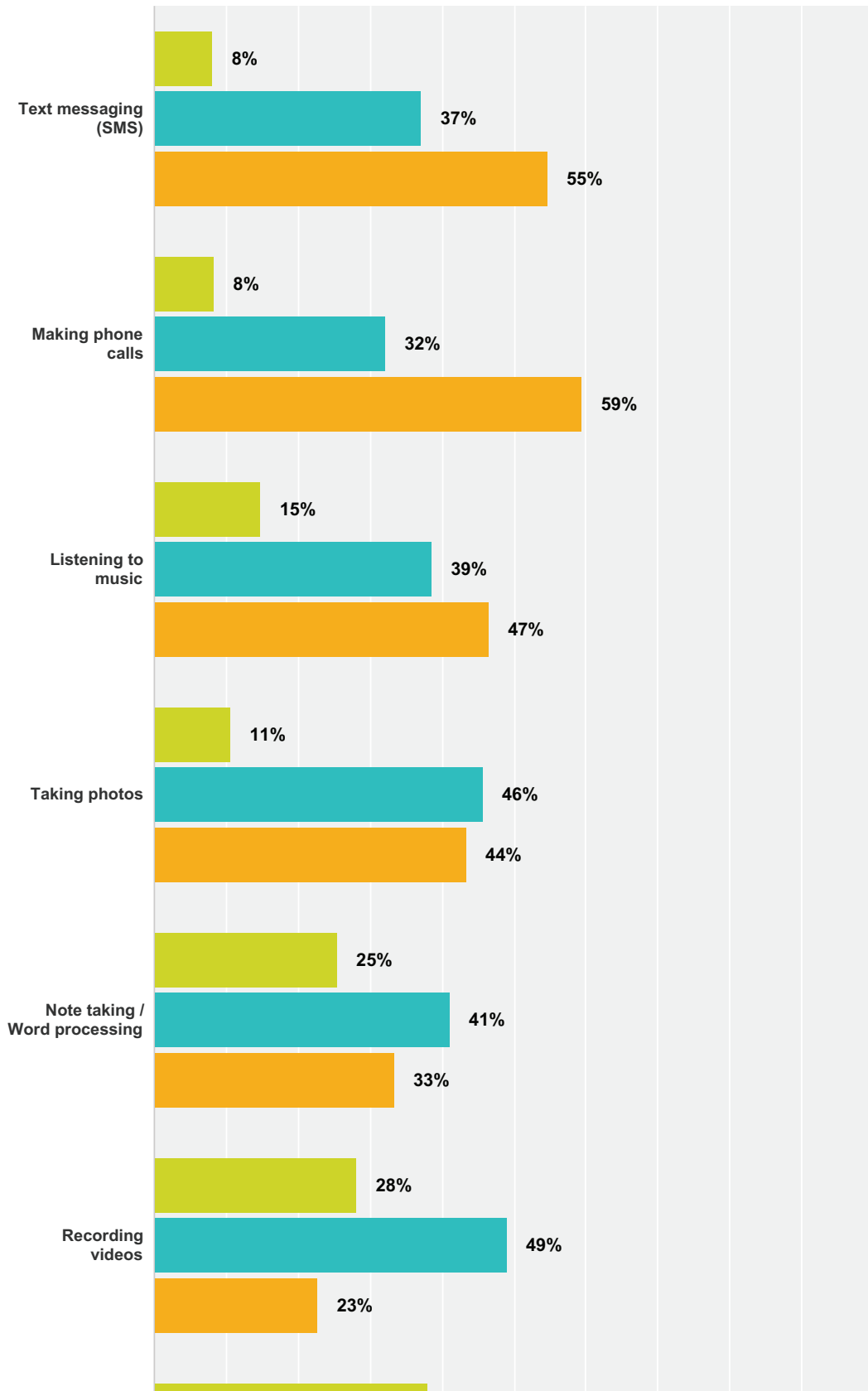
Q5 Do you own an electronic device? (e.g. mobile phone, tablet, e-reader)

Answered: 575 Skipped: 236

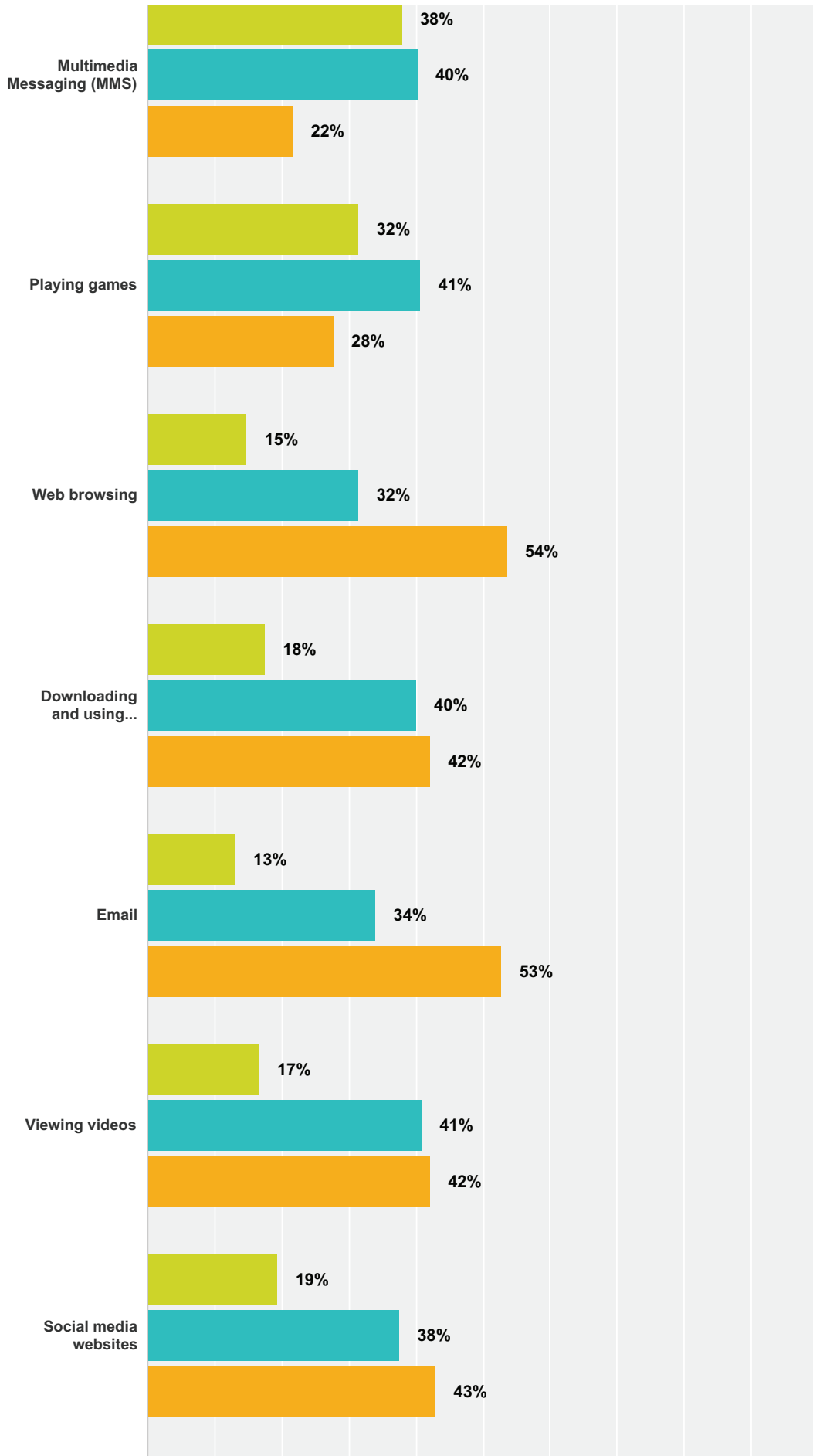


Q6 How do you use your electronic devices (e.g. mobile phone, tablet)?

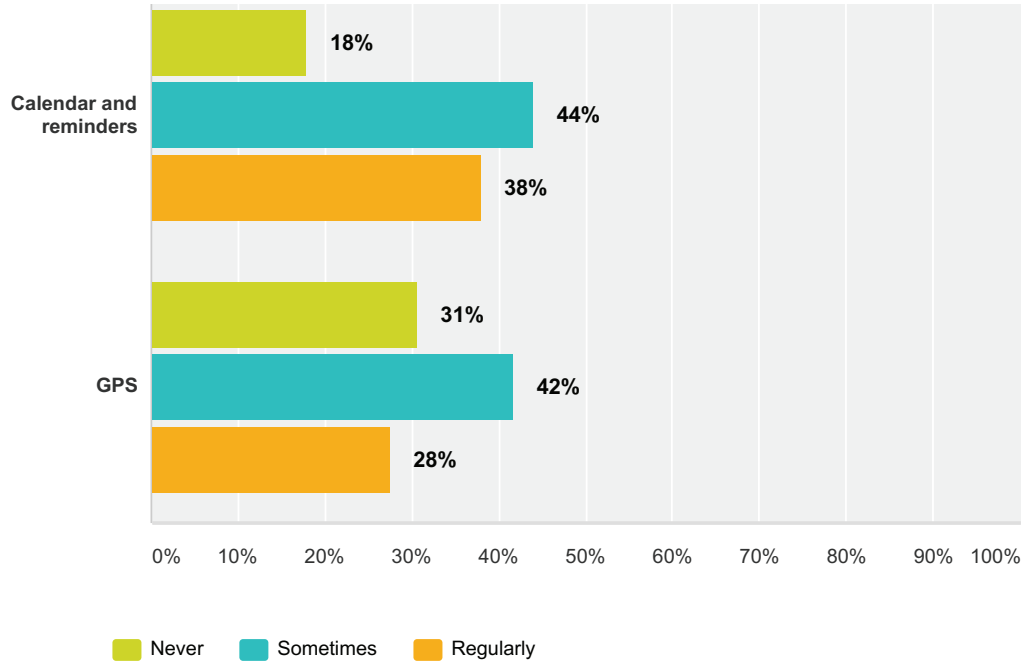
Answered: 609 Skipped: 202



Users E-Smart Survey



Users E-Smart Survey



	Never	Sometimes	Regularly	Total
Text messaging (SMS)	8% 49	37% 221	55% 325	595
Making phone calls	8% 49	32% 189	59% 349	587
Listening to music	15% 87	39% 225	47% 272	584
Taking photos	11% 62	46% 265	44% 252	579
Note taking / Word processing	25% 142	41% 230	33% 187	559
Recording videos	28% 160	49% 279	23% 130	569
Multimedia Messaging (MMS)	38% 214	40% 226	22% 122	562
Playing games	32% 178	41% 230	28% 157	565
Web browsing	15% 84	32% 179	54% 305	568
Downloading and using applications	18% 100	40% 228	42% 240	568
Email	13% 76	34% 195	53% 303	574
Viewing videos	17% 93	41% 227	42% 234	554
Social media websites	19% 109	38% 211	43% 241	561
Calendar and reminders	18% 102	44% 251	38% 217	570

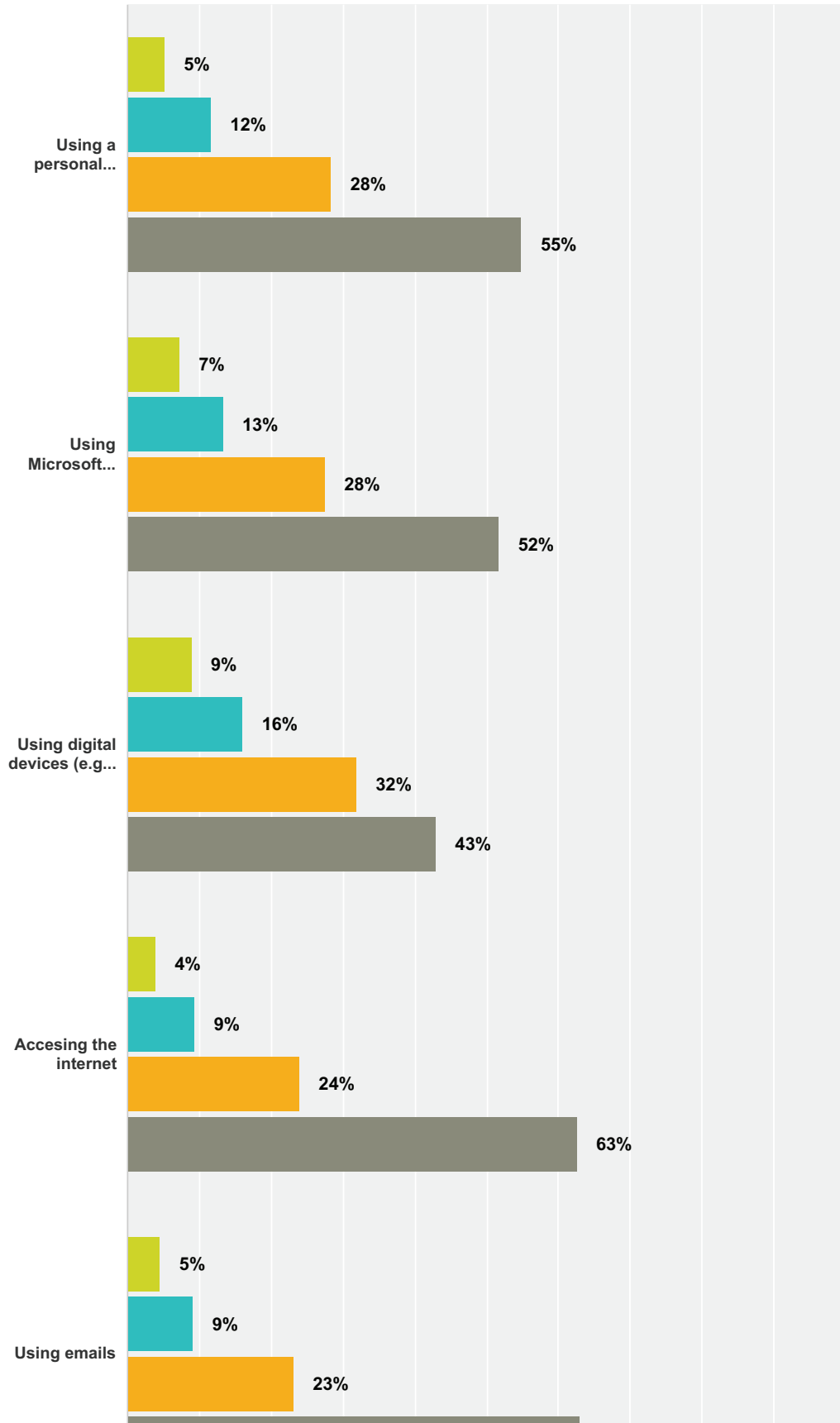
Users E-Smart Survey

GPS	31% 173	42% 236	28% 156	565
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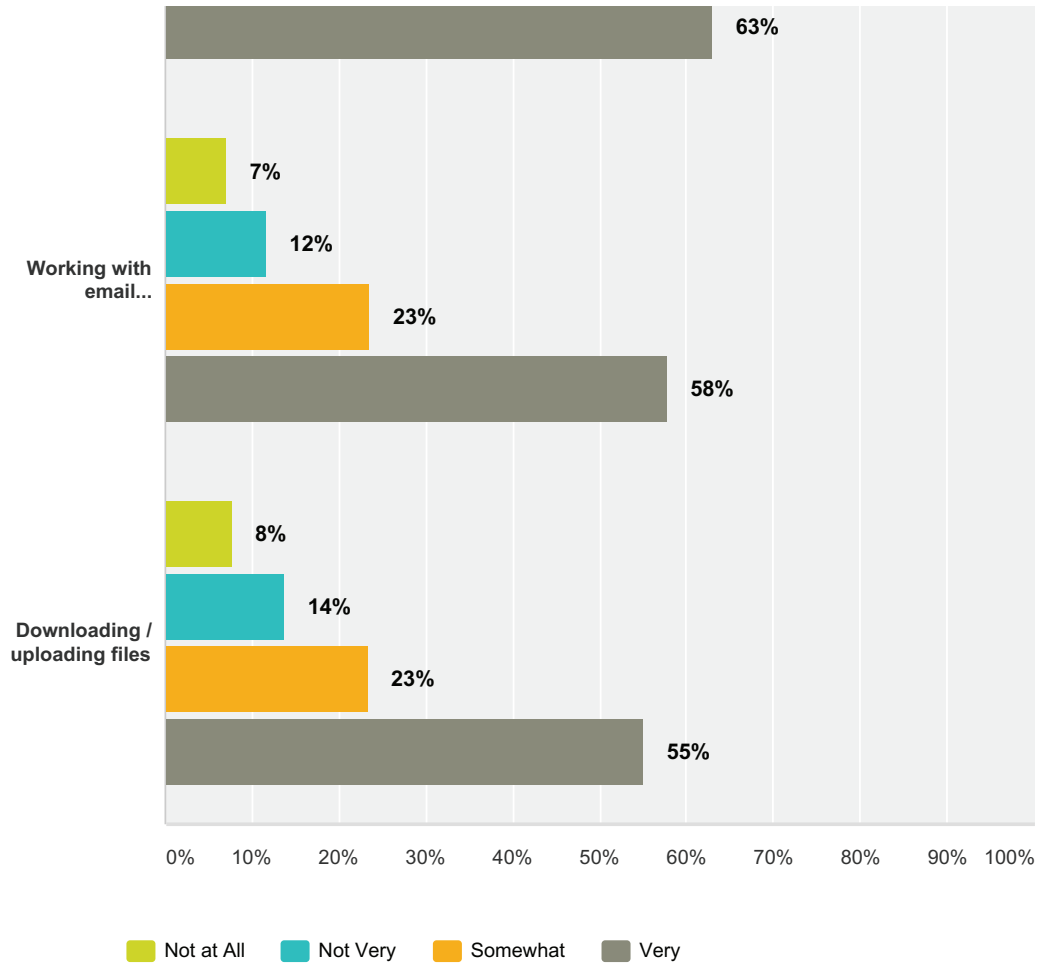
#	Other (please specify)	Date
1	Being legally blind many voice over apps	4/5/2015 12:24 PM
2	LIKIN PARK FTW!!!!	4/2/2015 1:29 PM
3	no	4/1/2015 3:16 PM
4	None	3/31/2015 5:03 PM
5	Rooster Teeth	3/25/2015 3:57 PM
6	no idea	3/24/2015 12:22 PM
7	reading	3/22/2015 3:02 PM
8	Calculate	3/21/2015 10:55 AM
9	Games	3/21/2015 10:09 AM
10	Drawing, game makers	3/20/2015 1:43 PM
11	n/a	3/20/2015 1:10 PM

Q7 How confident are you with:

Answered: 645 Skipped: 166



Users E-Smart Survey



	Not at All	Not Very	Somewhat	Very	Total
Using a personal computer (e.g. start/shut down, manage settings, access and use applications / software programs)	5% 33	12% 74	28% 181	55% 350	638
Using Microsoft Office (e.g. Word, Excel, Powerpoint)	7% 46	13% 84	28% 175	52% 328	633
Using digital devices (e.g. digital cameras, eReaders)	9% 57	16% 101	32% 200	43% 270	628
Accessing the internet	4% 25	9% 59	24% 152	63% 396	632
Using emails	5% 29	9% 58	23% 146	63% 399	632
Working with email attachments	7% 45	12% 73	23% 148	58% 364	630
Downloading / uploading files	8% 49	14% 87	23% 146	55% 345	627

Action Area 1.3: Vision, values and principles

- Documents Collected:
 - CGD Libraries Strategy – Libraries Without Borders 2012-2016
 - CGD Reach Principles
 - CGD Code of Conduct – in draft form
 - CGD Social Media Policy for staff
 - ALIA Standards and Guidelines for Australian Public Libraries
 - ALIA Principles for Safe Internet
 - PLVN Strategic Plan 2013-2017
 - PLVN Statement on Internet Filtering and Content Regulation

1.4 Library policies and service plan proposed changes

CGD staff code of conduct

Health, wellbeing and safety

Employees must comply with occupational health and safety legislation, regulations, policies, guidelines and standard operating procedures at all times.

Council employees must ensure that they behave safely in the workplace, including their physical and electronic actions and conduct. This includes not engaging in bullying or violent behaviour.

Employees must immediately report any potential risks and hazards in an effort to maintain the health, safety and wellbeing of Council employees, contractors and volunteers, and the public.

Council's Occupational Health & Safety Policy and procedures are available on Webstar or by contacting the Occupational Health & Safety and Risk Unit.

Human rights and equal opportunity

Council is committed to upholding and promoting the principles of human rights for all employees in accordance with the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

Council is also committed to providing employees with a working environment which is free from discrimination, sexual harassment and racial and religious hatred, in accordance with the Victorian *Equal Opportunity Act 2010*, the Victorian *Racial and Religious Tolerance Act 2001* and federal anti-discrimination legislation.

Discrimination is treating, or proposing to treat, someone unfavourably because of a personal characteristic protected by law, such as race, disability, age, sexuality and so on. These are known as "protected attributes". Discrimination can also occur when an unreasonable requirement, condition or practice is imposed that has, or is likely to have, the effect of disadvantaging people with a protected attribute.

Sexual harassment is unwelcome sexual behaviour which could be reasonably expected, in all the circumstances, to make a person feel offended, humiliated or intimidated. Sexual harassment can be physical, verbal or written.

Racial or religious hatred is behaviour which causes or inflames hatred against, serious disrespect or disgust for, or revulsion or severe ridicule of a person or group of people because of their race or religion.

Discrimination, sexual harassment and racial and religious hatred are unlawful in any work related context, including physical and electronic environments. Council will not tolerate such behaviours occurring. Council will take disciplinary action, which may include termination of employment, against anyone engaging in such behaviours.

This Code applies in the workplace, which includes locations other than Council premises. A location is a 'workplace' if the employee is present in a place at which the employee is working or otherwise carrying out work-related functions.

Council's Human Rights and Equal Opportunity Policy and Workplace Equal Opportunity Policy can be viewed on Webstar or by contacting the Organisational Development Unit.

Internet usage

Council employees with access to a Council-provided internet service are given that access on the condition that they acknowledge and accept the following:

- Internet service is provided for Council business-related purposes with limited private use available;
- They must adhere to measures implemented to protect corporate information against security attacks and unauthorised disclosure, as documented in the Information Security Policy. This Policy can be viewed on Webstar;
- Internet usage is monitored by Council and a log of internet sites visited is maintained by Council (also see below under “Technology”). The CEO (or nominee) reserves the right to periodically inspect this log to audit whether the service is being used for unauthorised purposes;
- Where private use of the system is considered to be excessive or where it unreasonably interferes with the operation of Council activities, an individual may be denied internet access;
- Internet users must not access or download large amounts of data for private use; and
- Internet users must not create, access, download or distribute any material which:
 - is offensive or reasonably likely to be considered offensive;
 - is unlawful;
 - may expose Council to risk or harm;
 - breaches Council's agreement with its internet service provider; or
 - may bring Council into disrepute.

Electronic material includes text, images and/or sound. [Note this is just re-wording what is currently there]

Email

Email is an easy, quick and convenient method of transferring information but it also poses one of the highest security risks to Council's computer systems.

Council employees with access to a Council-provided email address are provided access on the condition that they acknowledge and accept the following:

- The Information Management Services department uses email filtering and monitoring tools to protect Council's infrastructure from inappropriate material, computer viruses and spam causing some emails and attachments to be blocked. The Information Management Services department reserves the right to block emails and attachments that may cause security risks to Council's computer infrastructure;
- Email messages received and sent are “public records” as defined under the Victorian *Public Records Act 1973* and as such may be made available for scrutiny through freedom of information requests;
- All business related emails must be entered into Council's electronic document records management systems (Objective and/or other department specific

databases in accordance with approved department procedures) (provided the person has access to Objective and/or other department specific databases);

- Any email message sent externally must contain the name, business title and contact details of the sender as set out in Council's Corporate Style Guide. A copy of the Corporate Style Guide is available on Webstar or by contacting the Marketing and Communications Business Unit;
- Email is not a secure method to transmit sensitive information and therefore an alternative option of sending such information should be used;
- Email messages in users' mailboxes are kept by Council, and the CEO (or nominee) reserves the right to periodically inspect any or all of these email messages for any legal purpose. (See also the "Technology" section below.) The email system and all messages are Council property and not the personal property of those sending/receiving them;
- Email users must not create or distribute any electronic message which:
 - is offensive or reasonably likely to be considered offensive;
 - is unlawful;
 - may expose Council to risk or harm; or
 - may bring Council into disrepute.

Electronic messages include text, images and/or sound. [Note again this has just been re-worded for clarity]

2.1 Action area summary eSmart Libraries

Planning:

- Change to Staff Code of Practice to include :

Council employees must ensure that they behave safely in the workplace, including their physical and digital actions and conduct. This includes not engaging in bullying or violent behaviour.

Under OH&S / Bullying and Technology areas.

- Conditions of Entry for library
- Terms of Use on all Library public PCs
- NB to forward Strategy standard to work on for 2016 update
- NB to try and get eSmart and cybersafety inserted into Council Strategy Standard

Action Area 2.2 Staff agreements of acceptable use

Planning phase

Council practices and agreements already in place include internet use, online social networking and digital/mobile applications.

Staff agreements and policies -refer to 2.1 for evidence – signed off by Natalie

Acceptable use of technologies - See Social Media Policy	Yes
See Code of conduct – content to be added see emails	Yes
Bullying – overt and covert – EEO policy	Yes
Cyber-bullying – commonly agreed definitions and terms to Coded of conduct	Add
Cyber safety - commonly agreed definitions and terms Training manuals and Guides	Add to
Cyber risks –	Add
To training manuals and guides	

Recommendations

Training manuals and guides - need to be developed for staff and public – to provide tools and avoid any implications of misuse

Site recommendation for staff and public training

<http://www.acorn.gov.au/> - reporting Cyber crime Australian Cybercrime Online Reporting Network

<http://www.acma.gov.au/theACMA/ACMAi/Complaints/Internet-content-complaints>

Action Area 2.3 Library Memberships agreements, computers, internet and Wifi agreements in places for Library Users

Planning phase

Library practices and agreements already in place include Conditions of Use Digital Access.

Hard copy

Online agreement sign in form –

Staff agreements and policies -refer to 2.1 for evidence – signed off by Natalie

Review of terms –refer to 2.2 add to 2.3

Cyber-bullying – commonly agreed definitions and terms
to Coded of conduct Add

Cyber safety - commonly agreed definitions and terms Add
Training manuals and guides to be developed

Cyber risks – Add

Training manuals and guides to be developed

Recommendations

Training manuals and guides - need to be developed for staff and public

Staff training integrated into Buddy group system of training

Include safeguards for users

Penalties of technology and internet misuse for public - Statement stating unacceptable use will result in suspension of service.

Site recommendation for staff and public training

<http://www.acorn.gov.au/> - reporting Cyber crime Australian Cybercrime Online Reporting Network

<http://www.acma.gov.au/theACMA/ACMAi/Complaints/Internet-content-complaints>

<http://www.acma.gov.au/theACMA/Library/Industry-library/Internet>

<http://www.acma.gov.au/theACMA/Library/Citizen-library/Brochures-and-fact-sheets/internet-fact-sheets-1>

eSmart Libraries

2.4. Action Area- Planning Summary

Update Staff Induction Manual to include information on cybersafety

Clear procedure for managing cybersafety incidents

Update Customer Feedback Form and Incident Report Document with cybersafety ?

eSmart Libraries

3.1 Action area – Planning Summary

- eSmart libraries and cybersafety inserted into

Staff Code of Conduct

All staff inductions

Awareness Powerpoint with appropriate links forwarded to all staff

Guest speaker to be arrange for staff meeting



Greater Dandenong Policy

Social Media Policy

EDRMS Objective ID:	A1414804	Directorate:	Corporate Services
Authority:	CEO	Responsible Officer:	Manager, Communications & Customer Service
Policy Type:	Discretional	Version No:	001
1 st Adopted by CEO	6 August 2013	Last Adopted by CEO:	6 August 2013 At EMT item No. 10.1
Review Period:	Every 2 years	Next Review:	August 2015

1. Purpose

The City of Greater Dandenong recognises that social media provides new opportunities for dynamic and interactive two-way communications which can complement existing communication and further improve information, access and delivery of key services.

The intent of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools for the purpose of conducting Council business.

2. Background

Local government has a core responsibility to ensure their constituents can easily access consultation, information and other resident services. As a low-cost, direct-to-user communications channel, social media is fast becoming popular with many council stakeholders. As such, it should be considered as a key element of community collaboration, engagement and interaction strategies and campaigns.

Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. These tools are relatively inexpensive and accessible to enable anyone to publish or access information, however they are resource intensive and restrict organisations to work within the Social Media platform's policies and structures.

The intent of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools.

Greater Dandenong Council is constantly exploring and testing the use of social media for communication purposes, with the development of a Facebook page in April 2010 and the gradual introduction of new initiatives as considered appropriate. Council is encouraging online interaction with the community, and believe it is the key to reaching some specific target groups.



Greater Dandenong Policy

3. Scope

This policy applies to all employees, contractors, agents and volunteers of the City of Greater Dandenong who purport to use social media on behalf of the council. This policy will also apply to agencies and individuals who provide services to Greater Dandenong Council, and will be included in all relevant external supplier contracts.

The policy outlines requirements for compliance with confidentiality, governance, legal, privacy and regulatory parameters when using social media to conduct council business. It aims to:

- Inform appropriate use of social media tools for the City of Greater Dandenong
- Promote effective and productive community engagement through social media
- Minimise miscommunication or mischievous communications
- Help Greater Dandenong Council manage the inherent challenges of speed and immediacy

The policy applies to those digital spaces where people may comment, contribute, create, forward, post, upload and share content, including:

- Blogs
- Bulletin boards
- Citizen journalism and news sites
- Forums and discussion boards
- Instant messaging facilities
- Microblogging sites (e.g. Twitter)
- Online encyclopedias (e.g. Wikipedia)
- Tumblr
- Podcasts
- Social networking sites (e.g. Facebook, MySpace, Bebo, Friendster, LinkedIn)
- Video and photo sharing sites (e.g. Flickr, YouTube)
- Video podcasts
- Wikis
- Any other websites that allow individuals to use simple publishing tools or new technologies emerging from the digital environment.

As it is not possible to expressly refer to or list the specific sites or kinds of social media outlets, the absence of a reference to a particular site or kind of social media activity does not limit the application of this policy.

This policy is not intended to cover personal use of social media where:

- the author publishes information in their personal capacity and not on behalf of, or in association with the City of Greater Dandenong; and
- no reference is made to the City of Greater Dandenong, its councillors, staff, policies and services, suppliers or other stakeholders or council related issues.

This policy should be read in conjunction with other relevant policies and procedures of the City of Greater Dandenong.



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4. Human Rights and Responsibilities Charter – Compatibility Statement

The objectives of this policy are compatible with the Charter of Human Rights and Responsibilities Act 2006.

5. References

- Adopted by the Chief Executive Officer *****
- Victorian Charter of Human Rights and Responsibilities 2006
- City of Greater Dandenong Corporate Style Guide
- City of Greater Dandenong Media Policy
- City of Greater Dandenong Code of Conduct – Staff

6. Definitions

- **Blogs** - online journals that include editorial and visual materials that can be readily updated and commented upon
- **Chatrooms** - an online portal that provides a venue for communities of users with a common interest to communicate in real time
- **Facebook** - the most popular social networking site in the world, where members' can follow friends, businesses and organisations, update their personal profiles, and join networks organised by city, workplace, school, and region
- **Flickr** - the world's premier photo sharing and hosting site
- **Instant messaging/MSN** - computer programs that allows near-instantaneous (synchronous) communication between computer users. This communication can take a variety of forms, from text (similar to an email) to videoconferencing
- **Internet forum** - online discussion sites where people can hold conversations in the form of posted messages
- **My Space** - An online social network similar to Facebook that caters to artists and bands, and who enjoy the flexibility of creating an individual "look" for their page
- **Podcasts** - a pre-recorded, downloadable audio program posted to an online site and made available so people can listen to them on computers or mobile devices
- **RSS (Really Simple Syndication)** - is web publishing technology that allows people to automatically receive new digital content from the provider. Originally used for text files, RSS is now also used to deliver audio and video content
- **Social networking** - the act of socialising in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo allows you to create a profile, add friends, communicate with other members and add your own media.
- **Twitter** - A social network that lets members post updates of no more than 140 characters
- **Video sharing sites** - are video hosting services that facilitate the upload video clips to an Internet site. The video is stored on a host server, allowing others to view the video
- **Vodcasting** - video podcasting is sometimes called vodcasting



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- **Web 2.0** - the second generation of the Web, where the Internet is a platform for self-expression, education and advocacy that “regular people” can use on their own without having to go to an expert
Wikis - typically refers to a collaborative Web site that allows anyone with access to add, edit, correct, delete and further reference existing content.
- **YouTube** - the world’s most popular video hosting site.

7. Council Policy – Using Social Media

When representing Council on social media, staff, contractors and volunteers are expected to:

- Seek prior authorisation from their direct Manager, then submit a business case to the Communications Department
- Adhere to City of Greater Dandenong Code of Conduct - Staff, policies and procedures
- Behave with caution, courtesy, honesty and respect
- Comply with relevant laws and regulations
- Reinforce the integrity, reputation and values of the City of Greater Dandenong

When responding to public queries, staff need to determine the most appropriate approach:

- If a general enquiry is made regarding Council services staff can provide a direct response (consulting with the relevant department if necessary)
- If the enquiry is complex or relates to a current/potential issue, staff should seek advice from their manager and/or Communications, who can assist in providing a corporate response.

Guidelines for Appropriate Use of Social Media

Social media is built around the concept of ‘conversation’. It is not, fundamentally, a marketing or sales channel with disregard for stakeholder opinions or positions. Staff managing Council social media sites should always be courteous, patient and respectful.

Content posted to social media sites is deemed to be in the public domain. Only publicly available information should be disclosed. **Information confidential to council and its stakeholders should not be disclosed.**

Authorisation

Ensure appropriate authorisation has been obtained before using social media including but not limited to uploading content and acting as a spokesperson on behalf of Council.

Expertise

Do not comment outside your area of expertise. Do not commit Council to actions or undertakings.

Disclosure

Only discuss publicly available information. Do not disclose confidential information, internal discussions or decisions of Council, employees or third parties. This includes publishing confidential, personal or private information where there is sufficient detail for potential



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identification of, Council staff, contractors, volunteers or third parties.

Accuracy

Be accurate, constructive, helpful and informative. Correct any errors as soon as practicable. Do not publish information or make statements which may be false or may reasonably be taken to be misleading or deceptive.

Identity

Be clear about professional identity or any vested interests. Do not use fictitious names or identities that deliberately intend to deceive, mislead or lie. Do not participate anonymously or covertly via a third party or agency.

Opinion

Clearly separate personal opinions from professional ones and be mindful of Council's Code of Conduct - Staff when discussing or commenting on council matters. In general, don't express personal opinions using Council # tags or other identifications. Only where this is not possible, consider using a formal disclaimer to separate official council positions from personal opinions and distance council from comments made by public and other outside interests.

Privacy

Be sensitive to the privacy of others. Seek permission from anyone who appears in any photographs, video or other footage before sharing these via any form of social media. If asked to remove materials do so as soon as practicable.

Intellectual Property / Copyright

Seek permission from the creator or copyright owner, to use or reproduce copyright material including applications, audio tracks (speeches, songs), footage (video), graphics (graphs, charts and logos), images, artwork, photographs, publications or music. Also seek permission before publishing or uploading material in which the intellectual property rights, such as Trade marks, are owned by a third party e.g. company logos. Seek permission from the website's owner wherever possible before linking to another site (including a social media application).

Defamation

Do not comment, contribute, create, forward, post, upload or share content that is malicious or defamatory. This includes statements which may negatively impact the reputation of another.

Reward

Do not publish content in exchange for reward of any kind.

Transparency

Do not seek to buy or recompense favourable social media commentary. Encourage online publishers to be open and transparent in how they engage with, or review council personnel, services or wares.

Political bias

Do not endorse any political affinity or allegiance.

Respect

Always be courteous, patient and respectful of others' opinions, including detractors.



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Discrimination

Be mindful of anti-discrimination laws and do not publish statements or information which may be discriminatory.

Language

Be mindful of language and expressions that you use, and accept that Council cannot filter that used by others.

Be safe

Protect personal privacy and guard against identity theft. Only use a Council log-in when conducting Council work.

Media

Do not issue statements or make announcements through social media channels unless authorised. Do not respond directly if approached by media for comment through social media. Refer the inquiry to the Communications Department as per Council's Media Policy.

Modification and moderation

Ensure that any social media sites created or contributed to can be readily edited, improved or removed and appropriately moderated.

Access

Be mindful of the requisite government web standards for accessibility. Information made available via non compliant platforms should be made accessible in another form where practical.

Be responsive

Specify the type of comments and feedback that will receive a response and clearly communicate a target response time. Make it easy for audiences to reach Council via other methods by publishing Council's phone number, generic email, Facebook, Skype and Twitter accounts.

Managing inappropriate use of social media

The following content is not permitted by Council staff or external parties on any Council social media site:

- Abusive, profane or sexual language
- Content not relating to the subject matter of that blog, board, forum or site
- Content which is false or misleading
- Confidential information about Council or third parties
- Copyright or Trade mark protected materials
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
- Illegal material or materials designed to encourage law breaking



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- Materials that could compromise council, employee or system safety
- Materials which would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks)
- Material that would offend contemporary standards of taste and decency
- Material which would bring the council into disrepute
- Personal details or references to councillors, council staff or third parties, which may breach privacy laws
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Statements which may be considered to be bullying or harassment

City of Greater Dandenong actively monitors social media for relevant contributions that impact on the municipality, its operations and reputation. Communications (with the support of managers, OD and/or IMS if necessary) will follow up on any inappropriate content has been posted by staff while using Social Media to represent Council.

If Council determines any inappropriate content has been posted on a social media site on behalf of Council, they have the right (within the bounds of this policy and the rules of the social media site) to remove the inappropriate content and inform the offending party why the content was removed. Greater Dandenong Council reserves the right to remove, where possible, content that violates this policy or any associated policies.

If there is any doubt about applying the provisions of this policy, the Communications Department must be consulted before considering using social media to communicate. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice.

This policy will be published and promoted to staff, contractors and volunteers of City of Greater Dandenong. Breaching this policy may result in disciplinary action, performance management and review. Serious breaches may result in suspension or termination of employment or association.

8. Roles and Responsibilities

The responsibilities that arise under this policy are:

Role	Responsibilities
Staff, Contractors and Volunteers	<ul style="list-style-type: none"> • Seek approval from relevant manager for business strategy incorporating social media • Seek authorisation from Communications Department on using social media and developing a communications plan to support business strategy • Seek approval for council branding of social media • Register social media account/tools/site with the Communications Department • Seek training and development for using social media • Set time to check and maintain Social Media every second day at a minimum



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	<ul style="list-style-type: none"> • Understand and comply with the provisions in this policy • Protect passwords – do not pass on to others, or save on public computers • Maintain records of email addresses, comments, ‘friends’, followers and printed copies or electronic ‘screen grabs’ when using externally hosted sites to the extent practicable • Seek advice from the Legal or Communications Department if unsure about applying the provisions of this policy • Ensure contractors are provided with a copy of this policy • Familiarise self with the End User Licence Agreements of any external social media tools being used
Business Unit Managers	<ul style="list-style-type: none"> • Approve business strategy incorporating use of social media • Ensure staff consult the Communications Department on their planned use of social media and complete an authorisation form • Ensure appropriate resourcing is applied to meet the ‘immediate’ demands of social media • Ensure contractors are provided with a copy of the social media policy • Offer training for staff using social media
IT Department	<ul style="list-style-type: none"> • Regularly back up and archive internally hosted social media sites • Ensure best efforts are made to provide access, although this is not always possible due to external influences
Communications Department	<ul style="list-style-type: none"> • Authorise use of social media tools for conducting Council business • Advise IT of approval to access social media for business purposes • Provide advice and assist with the development of communication plans using social media • Educate councillors, staff and contractors about this policy and their responsibilities when using social media • Monitor use of promotions via social media by departments • Advise appropriate precautions eg disclaimers • Maintain a register of social media being used for conducting Council business including records of the business case for using social media, its strategic imperative, the intended administrator, URL, login, password and audience • Assist staff to retain some record explaining the context or purpose of social media, and a sample of posts where it is impractical to retain large volumes of screen grabs • Monitor social media accounts/tools/sites registered for conducting Council business • Monitor social media for references to the City of Greater Dandenong • Seek legal advice as appropriate where an issue is likely to be contentious or may create legal risk for Council.



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Record Keeping

All content published or communicated by or on behalf of the City of Greater Dandenong using social media must be recorded (including the author's name, date, time and media site location) and kept on record where:

- It has a corporate value, ie feedback or communications that requires a formal response; or
- We have actively sought feedback from the community; or
- It breaches policy guidelines, ie. is deemed offensive or inappropriate.

9. Related Documents

Staff, Contractors and Volunteers of Greater Dandenong are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies. A list of relevant legislation which may be used as a guide is included in Annexure A.

Council policies and guideline provisions which must be adhered to in relation to the use of social media include the following:

- City of Greater Dandenong Code of Conduct-Staff
- City of Greater Dandenong employment contracts
- City of Greater Dandenong Media Policy
- City of Greater Dandenong Privacy Policy
- City of Greater Dandenong Public Consultation Policy
- City of Greater Dandenong Working from Home Policy
- City of Greater Dandenong Disciplinary Policy for Performance Management and Behavioural Issues
- City of Greater Dandenong Prevention of Bullying and Violence in the Workplace Policy
- City of Greater Dandenong Harassment Free Work Environment Policy



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Annexure A

Relevant legislation:

- *Copyright Act 1968* (Cth)
- *Crimes Act 1958* (Vic)
- *Defamation Act 2005* (Vic)
- *Fair Trading Act 1999* (Vic)
- *Fair Work Act 2009* (Cth)
- *Freedom of Information Act 1982* (Vic)
- *Local Government Act 1989* (Vic)
- *Equal Opportunity Act 2010* (Vic)
- *Australian Human Rights Commission Act 1986* (Cth)
- *Information Privacy Act 2000* (Vic)
- *Spam Act 2003* (Cth)
- *Privacy Act 1988* (Cth)
- *Public Records Act 1973* (Vic)
- *Racial and Religious Tolerance Act 2001* (Vic)
- *Wrongs Act 1958* (Vic)

eSmart Libraries.

3.3 Action area – Planning summary

- Incident guidelines and procedures (see Domain 2) are currently being reviewed and updated.
- Determination has been undertaken as to how well staff currently respond to incidents.

Action Area 4.1: Overall plan for information, guidance and training for users

Information:

We have our Conditions of use that people accept when logging onto our PC's and WIFI. This discusses more behaviour online and maybe should be updated to include some cybersafety information.

<http://www.greaterdandenong.com/document/27482/digital-access-in-the-libraries>

We have a social media policy and code of conduct for staff within our workplace but this has not been filtered to our patrons. This could be created for our patrons after consultations with PLVN and ALIA.

<http://www.plvn.net.au/sites/default/files/ALIA%20Principles%20for%20safe%20Internet.pdf>

Guidance:

Staff remind patrons to keep passwords private and to lock their PC's when they are away from them. There is no current endorsed plan for staff to implement.

Training:

We currently do not run any training for library members on cybersafety. We indirectly encourage patrons to be safe with passwords but nothing in regards to social media or online bullying. This topic is not covered formally in Digital Literacy programs and may be incorporated in our class plan so that it becomes mandatory.

Advocacy:

We encourage general safety and wellbeing of all our patrons and we hope that this filters through to their online behaviour. We don't have a formal process for assisting and referring patrons that are experiencing cyber bullying. Maybe we can incorporate this in our new policy.

Action Area 4.2: Cybersafety information and materials for users

<http://www.greaterdandenong.com/document/27482/digital-access-in-the-libraries>

This is our online conditions of use which is currently being updated.

We do not have any pamphlets or posters. There is only a poster at Springvale

We have a “cybersafe” link on our public PC’s that links people to relevant websites.

We can also reinstate this in the vault and update public pc’s.

There is a Cybersafety link on Computer School.

eSmart Libraries

4.3 Action area – Planning Summary

- Reflection on how staff interact with and train users undertaken.
 - Conditions of use
 - Terms of use for PCs
 - One-on-one interaction carried out when and where appropriately.
- Management of incidents being upgraded
- All training session through the Digital Literacy Training Program have had eSmart and cybersafety segments added as appropriate for the sessions.
- Cybersafety page to be added to the Vault

Action Area 5.1 Planning Phase Summary

Youth Services – presentations and pamphlets

Project ideas – youth championed behaviour charter

Create a publicity campaign against cyber bullying

The cybersafety week displays regular (sustaining) Feb annually

School Communities – Hub Leaders: school presentation or deliver pamphlets

Neighbourhood Houses – presentation or deliver pamphlets

Paddy O'Donahue – pamphlets

Council's antibullying campaign can include cyber bullying

Media to promote our youth championed behaviour charter

Media presence at launch of anti cyber bullying campaign

All council promotional outlets can be used for promotions – special mention during the month of anti bullying campaign

Other council departments can distribute flyer within their networks and clients – sports, health

Cybersafety general information night for families

Action Area 5.2 Planning Phase Summary

Through the general running of library service – transaction based

Through the delivery of programs internally and through outreach

Distribution of monthly newsletter

Website and other media outlets

Celebration of Library and Information week

Involvement in council wide festivals etc

User survey