

TEMORA SHIRE COUNCIL



TEMORA
The Friendly Shire

Communications Policy

ACTIVE

Review Details

ABOUT THIS RELEASE

DOCUMENT NAME: Communications Policy
CODE NUMBER: C 20
AUTHOR: Temora Shire Council
ENDORSEMENT DATE: March 2017

REVIEW

Revision Date	Revision Description		Date approved by Council	General Managers Endorsement
March 2017	New Policy	1	March 2017	GCL
November 2018	Refresh	2	15 November 2018	GCL

PLANNED REVIEW

Planned Review Date	Revision Description		Review by
October 2021	Revision		Communications Officer

1) POLICY OBJECTIVES

- (a) To outline the role and use of the Communications Officer as a publicity and information provider
- (b) To determine which forums are applicable to which individuals and organisations as a platform for advertising and promotion and relaying of information
- (c) To clarify the relationship between Council staff, individuals, Councillors and organisation seeking promotion

2) SCOPE OF POLICY

- (a) Committees and Events set up under the “Council” umbrella
- (b) Temora Shire Councillors
- (c) Temora Shire Staff
- (d) All individuals seeking promotion through the Communications Officer specifically in relation to the use of Council’s forums such as:
 - Narraburra News
 - Temora Shire Facebook page
 - Temora Recreational Centre Facebook page
 - Temora Ambulance Museum’s Facebook page
 - Temora Rural Museum Facebook page
 - Temora Youth Facebook page
 - Temora Airport and Airpark Facebook page
 - Temora Visitor’s Information Facebook page
 - Temora Shire Website (www.temora.nsw.gov.au)
 - Temora Tourism Website (www.temora.com.au)
 - #visitemora Instagram page
 - #temorayouth Instagram page
 - Temora Shire Council Twitter page
 - Temora Shire Council YouTube channel

3) DEFINITIONS

Organisation	An organized group of people with a particular purpose, such as business, government department or volunteer group.
Committees	A group of people appointed for a specific function by a larger group and typically consisting of members of that larger group.
Communications Officer	Head of communications, contact with external media outlets, public affairs and all communications in the form of websites, social media and written publications.
Social Media	Social websites such as Facebook, Instagram and Twitter where people socialize and receive immediate information, usually on their smart phone, that is relevant to them.
Publications	Any form of information going out to the public. This could include, but is not limited to, written documents, leaflets, flyers, websites, social media pages, booklets, media

	releases and letters.
Individuals	Any individual person from the community, within Council employment or Councillors of Temora Shire
Event	An event is a planned and organized occasion with an intent to entertain, educate or inform

4) KEYWORDS AND CROSS REFERENCING

Committee	Organization	Communications
Publications	Social Media	Media Outlets
Individuals		

5) OVERVIEW

Council is committed to providing the community with the best possible service delivery. To achieve this requires a high level of commitment and competence from all those who provide that service, including organisations and individuals (including Councillors and staff) seeking promotion through the Council publications.

This communications policy addresses the need to formalize the role of the Communications Officer and the content applicable to each of the publications or media outlets.

6) RESPONSIBILITIES

- (a) The Communications Officer is responsible and will be held accountable for ensuring that:
- (i) Council programs and policies are communicated with residents transparently and promptly in the most appropriate forum, with consideration to appropriate content and size of the document in question.
 - (ii) Determining whether the size and content of the request is suitable for publication in each forum. Facebook posts should be limited to 100 words and one image. "List My Events" should be registered through the online application, contain an image and be brief and direct. News items for the website should be submitted as a media release and contain an image. Decisions about the relevance and appropriateness of each item will ultimately sit with the Communications Officer.
 - (iii) Council events are promoted through all the mediums available including
 - Narraburra News
 - Websites
 - Facebook
 - YouTube
 - Other forms of advertising
 - (iv) The Council publication "The Narraburra News" is used to communicate Council events and news only, with the exception of the

“What’s On” section where other **organisations** may apply to advertise their events.

- (v) Priority will be given to events that have a tourism and/or community focus. Events that discriminate or exclude particular sections of the community will not be listed.
- (vi) Regular meetings of community groups, churches or other special interest groups will not be listed. (See “Get involved” section of the website www.temora.com.au for ongoing events.
- (vii) The Temora Tourism website (www.temora.com.au) is used as a platform to list upcoming events from ANY organisation that submit a “Get Listed” application, as well as ongoing events and meetings in the “Get Involved” section of the website.

Temora Shire Council are responsible for:

- (i) Ensuring their events, documents, policies and actions remain transparent to the community and will be done so largely through the Communications Officer.
 - (ii) Supporting local events by assisting with the hire of Council facilities and ensuring the correct procedures are followed when planning an event through communication between event organisers and Council.
- (b) **The organisation, individual or committee** are responsible for:
- (i) Remaining transparent with Council regarding creating any event so Council can assist in the most appropriate way (road closures, hire of facilities etc)
 - (ii) Their own advertising, which can include a request to be listed in “What’s On” which is shown on Council’s websites and the back page of the Narraburra News
 - (iii) Ensuring Facebook posts are limited to 100 words and one image. List My Events” are registered though the online application, contain an image and be brief and direct. News items for the website are submitted as a media release and contain an image. Decisions about the relevance and appropriateness of each item will ultimately sit with the Communications Officer.

7) DOCUMENTATION / COUNCIL AND EXTERNAL REFERENCES

Temora Alive – Our Cultural Plan 2014
 Schedule of Fees and Charges 2018
 Operational Plan

8) PROCEDURES

- (a) Individuals or organisations that require the assistance of the Communications Officer must make contact with the Communications Officer via the following outlets:
 - “List my Event” on the tourism website (www.temora.com.au/get-listed.aspx)
 - By email at temshire@temora.nsw.gov.au
 - Phone (02) 69801100
- (b) Individuals and organisations should note that advertising of events by Council is limited to:

- “List my Event” on the tourism website.
- “What’s On” on the back page of the Narraburra News
- Temora Shire Council Facebook page – as long as information is limited to approximately 100 words and is accompanied by an appropriate image.

9) POLICY PREPARED BY - Kate Slapp, Communications Officer

10) MANAGER AUTHORISATION TO IMPLEMENT - Gary Lavelle

11) LIFE OF POLICY OR DATE FOR REVIEW: 2020