



SOCIAL MEDIA STRATEGY 2019



**AUSTRALIA'S FIRST
HERITAGE LISTED CITY**

QUALITY CONTROL		
TRIM REFERENCES	D18/18753	
KEY DIRECTION	4. Our Leadership	
OBJECTIVE	4.4 Our community is engaged and informed	
FUNCTION	Communication	
STRATEGY	4.1.1 Communication and engagement with the community increases confidence in decision-making 4.4.2 Engage the community through information and activities aimed at increasing participation 4.4.3 Increase knowledge and awareness of challenges and opportunities facing the city	
RESPONSIBLE OFFICER	Manager Communications	
REVIEW DATE	October 2020	
COMPANY	Broken Hill City Council	
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ASSOCIATED DOCUMENTS	Social Media Policy Social Media Guidelines	

TABLE OF CONTENTS

1. DEFINITION OF TERMS.....	4
2. PURPOSE.....	4
3. SCOPE	5
4. INTRODUCTION AND BACKGROUND.....	5
4.1 Background.....	5
4.2 Introduction	6
5. AIM.....	6
6. ROLES, RESOPONSIBILITIES AND RESOURCING	7
7. EDITORIAL GUIDELINES	8
8. CONTENT GUIDELINES	9
8.1 Operational and Conversational Content.....	9
8.2 Accessibility	9
8.3 Social media kits	9
8.4 Content workflows – creation and scheduling	10
8.5 Look and feel	12
8.6 Cross promotion and third-party content.....	12
8.7 Rich media content.....	12
8.8 Platform specific guidelines.....	12
9. RESPONSES AND APPROPRIATE USE	13
10. MONITOR AND ANALYSE	14
10.1 Data collection	14
10.2 Key Performance Indicators (KPIs).....	14
11. EXTERNAL RESOURCES	14
Appendix B – Social Media Kit Example	15

1. DEFINITION OF TERMS

Accounts:	Individual social media sub brand pages (eg: Broken Hill Regional Art Gallery Instagram page).
Authorised User:	A staff member authorised by the General Manager or the Manager Communications to manage, maintain, publish to, and operate a BHCC social media channel.
BHCC:	The acronym for Broken Hill City Council.
Content:	Any information, opinion, text, video, audio, image, link, or document published to social media.
Followers:	Individuals and business pages that like or follow BHCC social media accounts.
Hashtag:	A word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic.
Minor:	A person under the age of 18 years.
Moderate:	The process of assessing content (normally user generated) against predetermined standards and removing content which does not meet those standards.
Platform:	A specific social media network, website, application or service (eg: Facebook, Twitter, Instagram, etc).
Public Event:	An event or activity run by BHCC or a Sub-Brand that is open to the public, either free or at a cost, and is a once off, or held less frequently than weekly.
Repost	To post someone else's content from your account.
Rich Media:	High quality video, photographs, illustrations, images and live content.
SEO:	Search Engine Optimisation.

2. PURPOSE

The purpose of the BHCC Social Media Strategy is to provide detailed reasoning and instructions on the overall administration of brand and sub brand social media accounts in order to create and maintain consistent branding, messaging and voice.

This document acts as a "how to" guide for authorised users, while also providing a strategic direction for the operation of current and future BHCC owned social media assets.

3. SCOPE

This Strategy applies to the social media accounts owned and administered by BHCC and its business units.

The scope of this document includes editorial guidelines for content, guidelines for interacting with followers, and the collection and analysis of performance data.

This Strategy applies to all BHCC employees, contractors and volunteers when creating content, monitoring, and posting on social media accounts on behalf of BHCC.

4. INTRODUCTION AND BACKGROUND

4.1 Background

Account	Platform	Followers	Launched
Broken Hill City Council	Facebook	4,751	2011
Broken Hill City Council	Twitter	1,088	2010
Broken Hill City Council	LinkedIn	790	2015
Broken Hill City Council Δ	Reddit	N/A	2017
Broken Hill City Council Δ	YouTube	N/A	2018
Broken Hill	Youtube	104	2013
Broken Hill Visitor Information Centre	Facebook	22,796	2013
Broken Hill VIC	Instagram	851	2015
Broken Hill Regional Art Gallery	Facebook	3,079	2010
Broken Hill Regional Art Gallery	Instagram	1,656	2015
Broken Hill Regional Art Gallery Δ	YouTube	N/A	2018
Broken Hill City Library	Facebook	1,380	2013
Broken Hill City Library	Twitter	306	2013
Albert Kersten Mining & Minerals Museum	Facebook	462	2014
Test Δ	Facebook	N/A	2016

Δ Operated as a test account or content repository

4.2 Introduction

This strategy is BHCC's formal approach to social media. It provides guidance to staff on best practice and facilitates a collaborative approach to the operation of BHCC social media accounts.

There is an expectation that due to future arising business needs, there is likelihood that further platforms and accounts may be added to this list.

As part of this Strategy the BHCC Communications team will act as facilitators for the collaborative management and ongoing oversight of these accounts and any future accounts. They will guide social media staff on best practice, evolving trends, and interpreting and understanding BHCC's social media document framework. Accounts will be reviewed on an as-needed basis for ongoing suitability and performance.

5. AIM

The aim of all BHCC social media accounts is to:

- create awareness of account operator and their work;
- inform and strengthen the community; and,
- Encourage the use of services and facilities.

Successful operation of social media accounts will result in increased website traffic referral, increased followers across all platforms and accounts, and higher quality engagement with new and existing followers.

The purpose of this Strategy is to ensure that all content on BHCC social media platforms is high quality, relevant, user-based and appropriately reflects the organisation's branding, values, and objectives to create engagement and loyalty from the organisation's audience.

It is essential that messaging is consistent, accurate and responsive for BHCC to gain and maintain audience trust and support, and to become the single source of truth for BHCC related topics.

In support of these aims to create a united and consistent voice for BHCC, its departments and services, the following tools are provided:

- editorial and administrative guidelines;
- content planning tools; and,
- guide to actioning Social Media Guidelines.

6. ROLES, RESPONSIBILITIES AND RESOURCING

Communications team: The communications team will manage the social media activity at a strategic level. They will be responsible for training new authorised users, adjusting the strategy and supporting documents as required, mentoring other authorised users, and collecting statistical data to track performance. They are considered the authorised users for Broken Hill City Council named accounts.

Authorised users: Authorised users will research, create and drive the approval (where required) and publishing (where approved) process for ongoing content, as guided by this Strategy. These roles will be responsible for researching and creating content (including rich media content), scheduling content, ongoing monitoring of accounts, and responding to user activity.

BHCC Staff: All BHCC staff who engage with the BHCC social media accounts in an official, unofficial or private capacity must comply with Social Media Policies and Social Media Guidelines.

Role	Frequency	Responsibilities
Authorised users	Daily	Daily tasks include: <ul style="list-style-type: none"> • Check accounts for interaction • Engage with relevant posts • Respond to direct messages • Respond to post (questions, comments, concerns) • Respond to account mentions
Authorised users	Weekly	<ul style="list-style-type: none"> • Draft, schedule and where required submit future content • Liaise with internal and external stakeholders with regards to potential content • Review performance of previous content (ad-hoc)
Communications team	Weekly	<ul style="list-style-type: none"> • Monitor wider social media trends and industry changes • Liaise with internal stakeholders with regards to project updates and potential content • Liaise with external stakeholders with regards to potential content • Review submitted content
Communications team	Monthly	<ul style="list-style-type: none"> • Review analytics for the past month • Meet with other teams in the organisation for ideas/content/information • Coordinate rich media or owned assets
Communications team	Quarterly	<ul style="list-style-type: none"> • Review upcoming campaigns • Review completed campaigns • Prepare advice for Executive Leadership Team on any relevant emerging risks or opportunities relating to social media.

Social media staff are to:

- Use first person plural when posting/commenting publicly ("we, us, our");
- Use first person singular when responding to private/direct messages ("I, me, my");
- Respond to all comments, questions and direct messages as per the Customer Service Framework;
- Create content in line with editorial guidelines;
- Check accounts at least twice per day.

Social media staff should have access in their workplace to the following essential tools in order to carry out their tasks.

- Access to organisation wide social media management software (see section 11 – External Resources);
- DSLR camera or equivalent;
- Adobe Photoshop.

Where a business unit has identified the production of video/livestream content as a requirement, staff will require the following additional resources.

- Mobile phone;
- External lighting;
- Adobe Premier pro;
- Tripod and mobile device mount.

Where a business unit wishes to establish a new account, they will need to satisfy the following criteria.

- Designate a social media staff member;
- Budget for and demonstrate the ability to provide the required resources (listed above);
- Collaborate with the communications team to prepare three months of content that meets the editorial and content guidelines;
- Demonstrate their ability to operate in accordance with this strategy;
- Receive approval from the Manager Communications.

7. EDITORIAL GUIDELINES

The voice and tone of social media, as well as other digital platforms such as Council's website, are to be guided by editorial guidelines specific to the organisation to ensure consistency of tone and message.

Specifically to this strategy, social media was not created for organisations, and therefore 'Government or business speak' is not conducive to positive social media sentiment and interaction. Tone should be conversational while maintaining authority. For example, use "Get in touch" rather than "Contact us".

As a general guide, tone and voice should be:

- Friendly and responsive;
- Use inclusive language such as "us, we, you";
- Not generic or apathetic;
- Expressive when appropriate; and,
- Personable (eg: use the follower's name when posting responses).

Account activity (posting, interacting with users, updating information, moderating content) should be kept to business hours, or reasonable timeframes around after-hours activities/public events. Whilst social media is a 24 hour a day environment, it is important to establish and maintain our users' expectations that our staff are not available 24 hours a day to interact with them via our social media accounts.

Further editorial guidelines are covered in section 9 of this strategy – responses and appropriate use.

8. CONTENT GUIDELINES

8.1 Operational and Conversational Content

Content should be based on audience needs and wants, while also considering information that BHCC wants and needs to share.

Due to platform algorithms that control content visibility, the consistent posting of high quality and engaging content enhances an account's ability to grow its potential audience.

Conversely, regularly posting low quality content, or content that doesn't engage users will harm an account's ability to reach more users in the future.

Posts must be consistent with the minimum post frequency for each platform. Posting consistently will increase brand trust, by ensuring that the audience knows there is constant activity on the platform and will also take advantage of social media platform algorithms. Consistent and accurate content will also result in Search Engine Optimisation (SEO), positioning BHCC as the single source of truth for all things Council related

Understanding and listening to audience feedback will assist in building and retaining brand trust.

BHCC operational content examples:

- Upcoming public events;
- Updated visitor information; and,
- Promotion of services.

BHCC conversational content examples:

- Product and service information;
- Blogs and articles on recent events;
- Historical information (Throwback Thursday);
- Showcase experience of staff;
- Asking audience questions;
- Profile staff members to give the organisation a personal face.

8.2 Accessibility

Authorised users must ensure that the content they create is accessible to as diverse an audience as possible. To achieve this the following points need to be observed:

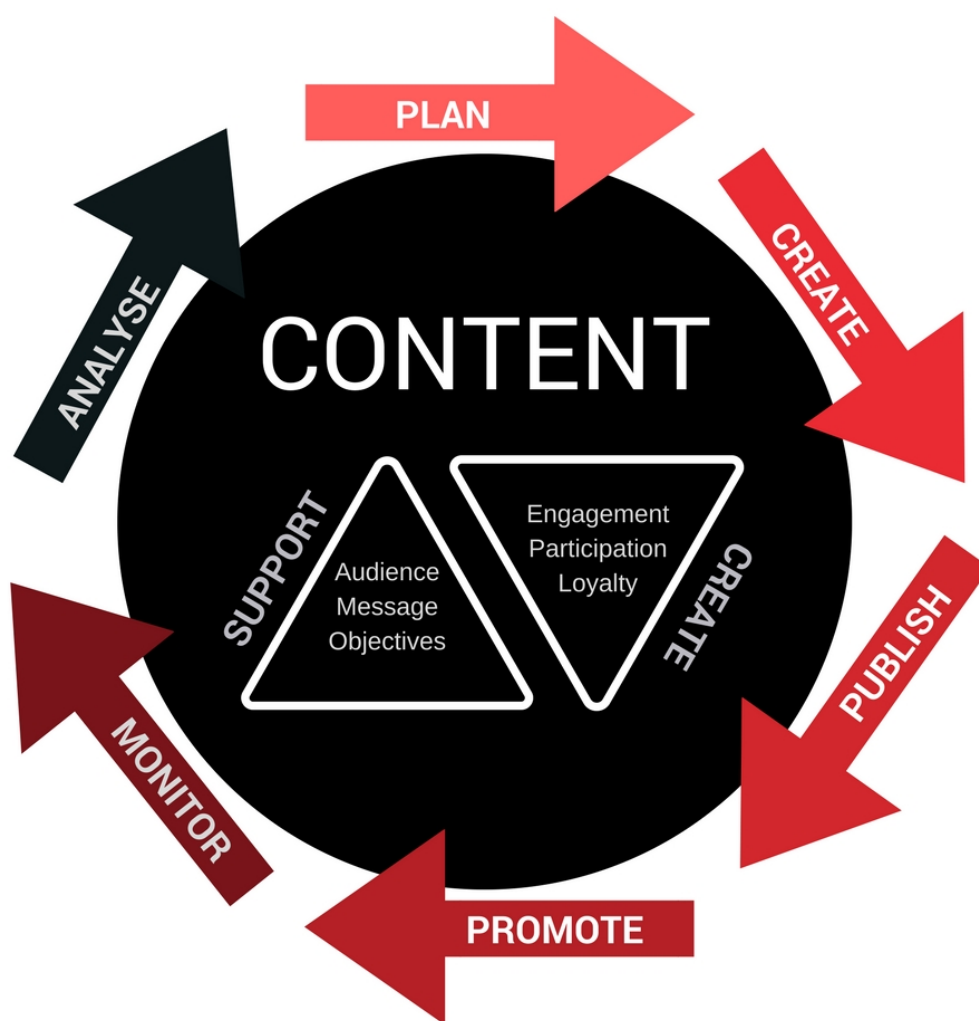
- Video content with spoken word must be subtitled;
- Video or image content with written information (other than subtitles) must convey the same information in the post content or alt tag;
- The colour contrast ratio between text and backgrounds must be 4.5:1 or higher for normal text and 3:1 or higher for large text.
- Hashtags consisting of multiple words must use an uppercase character for the start of each word;

8.3 Social media kits

Social media kits can be created to support public events that hold significant public interest or are run in partnership with other organisations. They should take the format of a brief email containing platform specific images and suggested post content. These kits should be distributed to partner organisations, and any third parties who may be relevant to the subject matter or whose audience could be expected to be interested. An example is included in Appendix B.

8.4 Content workflows – creation and scheduling

Wherever possible, Social media content should be created and scheduled in advance, following the Content cycle below. This planning allows for cross-organisation generated content, and flexibility for spontaneous content while still maintaining consistency in timing and tone.



Plan

Communicate with other sections on similar work. Consider if a social media kit is suitable. Is this content that other BHCC accounts can amplify?

Allow lead time:

- Ensure you have allowed enough time to allow other BHCC accounts to support the content where appropriate;

- Let others know when you are planning to publish to allow lead time for social media and traditional promotional activities;
- Lead time is particularly important for time sensitive communications; and,
- Plan and schedule posts ahead of time to avoid last minute post creation.

Create

Direct information to the audience:

- Use a call to action;
- consider if the problem > agitate > solve template can be applied;
- Ensure content is interesting and shareable;
- Try to make content relevant to today's audiences; and,
- Ensure work is edited and fact checked or taken from the website which has already gone through a quality control process.

Publish

Concentrate on timing and scheduling:

- Consider the quantity of content when scheduling; content generally has a 48 hour lifecycle. Try to ensure posts are published at least every two days (with the exception of weekends).
- Are you posting consistently with good space in between posts? Take advantage of scheduling tools to plan and schedule your posts ahead of time to save last minute post creation.
- Avoid publishing within two hours of previous posts.

Promote

Connect and engage within BHCC:

- Follow up other areas of BHCC that have agreed to engage or repost the content; and,
- Ensure that you are engaging with or reposting relevant and interesting posts in return.

Does this require paid promotion?

- Is the content suitable for advertising to a specific audience?
- Is there a potential ROI on the expense?
- Is the content being used for paid traditional advertising/marketing?
- Do you have the funds available?

Monitor

Keep track of overall post performance for future use:

- Observe: Reach, clicks, and shares
- Moderate: Comments in a timely fashion as appropriate.

Analyse

Use information from the monitor phase to assess the success of the content and inform creation of future content. As social media content is unlikely to be edited or deleted at the end of the content lifecycle this information is applied to ongoing content on the same themes.

8.5 Look and feel

In order to create a strong and recognisable brand, each account's profile picture should be consistent across platforms and remain unchanged for as long as practical as they are the visual cue to our audience as to who the content in their news feed is from.

BHCC named accounts should use the white on blue corporate logo, whilst sub-brand accounts may use their business unit logo; or a photo of the building, location, or other appropriate image in consultation with the communications team.

Cover photos can be changed more frequently, and may be used to promote public events, causes, and themed days or weeks. Cover photo design needs to work at both mobile and desktop aspect ratios.

8.6 Cross promotion and third-party content

In order to maintain an integrated brand, BHCC accounts should engage with or repost relevant content from other Council accounts as appropriate. Content should be relevant to, or likely to spark interest from, the interacting account's audience.

In order to maintain professional networks and potential partnerships on social media, accounts should engage with content relevant to their audience from third parties. This may be in the form of reacting, commenting, retweeting, reposting (with consent and acknowledgement), sharing, or posting content received via email or social media kits. Third party content should be limited to once per week. When reposting (as opposed to sharing), approval must be sought from the original publisher and appropriate credit given in the post text or comment thread.

8.7 Rich media content

Where possible, the BHCC should create and use rich media such as video, livestreams, high quality photographs and other owned assets created by the organisation. Creation of original media supports the BHCC's mission, allows practice of tone of voice, and encompasses standard organisational copyright. When the creation of original media is not possible, practical or is likely to result in sub-standard content, other media may be sourced from relevant or open sources. Media that does not belong to BHCC must always be used in accordance with copyright/licence obligations, with a preference for content acquired under a CC0 licence.

8.8 Platform specific guidelines

The following guidelines should be met whenever possible to ensure consistent publishing of high-quality content and favourable treatment from platform algorithms.

Facebook

Primary focus: Build online community, provide information and facilitate conversation in a controlled environment

Minimum post frequency: 3 times per week

Maximum post frequency: Twice per day

Hashtags: Only when part of a broader campaign

Character limit (including spaces): 350 no emojis

Recorded video: 15 – 60 seconds

Pictures: Post one to four pictures

Events: Create 3 weeks prior to public event or earlier

Twitter

Primary focus: Deliver information and key messages to media personnel, industry leaders and residents

Minimum post frequency: once per week

Maximum post frequency: N/A

Hashtags: 1-2

Character limit (including spaces): 280

Recorded video: 15 – 120 seconds

Instagram

Primary focus: Build online community around visual media

Minimum post frequency: Once per week

Maximum post frequency: Once per day

Hashtags: 7-10

Character limit: N/A Restrained and appropriate use of emojis

Recorded video: 15 – 60 seconds

LinkedIn

Primary focus: Develop our employer brand through content relevant to an audience of professionals across multiple industries while building a passive talent pool for future recruitment efforts

Minimum post frequency: Once per week

Maximum post frequency: Once per day

Hashtags: Only when part of a broader campaign

Character limit (including spaces): 220

Recorded video: 30 – 120 seconds

YouTube

Primary focus: Storing video content for embedding into websites.

Post frequency: N/A – As required.

Reddit

Primary focus: Being active in an existing online community and contributing to a single source of truth through automated content

Post frequency: N/A - Automated distribution of media releases

9. RESPONSES AND APPROPRIATE USE

When a customer chooses to engage with BHCC via social media we must make every effort to keep the conversation/engagement on that channel. Customers should not be advised to call, email or contact Council via another method unless it is explicitly required by legislation, or is likely to result in a significantly improved customer experience.

When responding to comments and questions, it is important to use the user's name in a response, and to ensure that answers are not generic or apathetic in tone. Voice should be conversational in keeping with the tone of content. When replying publicly speak as the account and do not individually identify yourself, when replying to private messages speak as a staff member and sign off with your name, position title, and (if different from the account) department.

Guidelines setting out expected online behaviour of our users and the actions BHCC may take if these guidelines are breached are documented in BHCC's Social Media Guidelines and published on Council's website. These guidelines help to ensure a safe online environment for BHCC staff and the general public, while mitigating corporate risk.

When comments or posts contravene the Social Media Guidelines:

- Record the content in trim container 16/73
- Remove the content from the platform
- Notify the communications team who will assess the content for any further action.

When the comment is negative or a complaint (but does not contravene the Social Media Guidelines), take note of the comment as part of normal feedback pathways. If the complaint cannot be resolved on the social media platform, the complaint is to be escalated through relevant sections of BHCC.

Obvious spam should be deleted and blocked immediately.

10. MONITOR AND ANALYSE

10.1 Data collection

Statistics should be collected in order to effectively monitor and analyse social media performance.

Statistics such as organic impressions, daily reach, reach per post, and engagement rate give an indication of account performance and relevance. While tools like Google Analytics can show how effective social media has been in driving traffic to the BHCC website and related information.

10.2 Key Performance Indicators (KPIs)

Ongoing collection of statistics will form Key Performance Indicator (KPI) data sets for each account. These indicators will be benchmarked against historic account performance to indicate the overall performance of accounts and can be found in document D18/39617.

11. EXTERNAL RESOURCES

Social media management software

<https://engage.meltwater.com/login/custom/meltwater>

Image size guide

<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Note: for cross compatibility with mobile and desktop devices Facebook cover images should be 1500x843 pixels with critical information in one horizontal half of the image.

CC0 images

<https://www.pexels.com/>

Image collage creator

<http://www.picture2life.com/welcome/Default.aspx?auth=NotLoggedIn>

Text editor with quality control

<http://www.hemingwayapp.com/>

Accessible colour scheme designer

<http://colorsafe.co/>

Colour contrast checker

<https://webaim.org/resources/contrastchecker/>

Appendix B – Social Media Kit Example

Hi All,

Exciting News!

We've just opened our call for entries for the Far West Aboriginal and Torres Strait Islander Art Prize (FWATSIAP) 2018. We would love to get the word out to as many people in the region about the fantastic opportunity this prize gives up and coming artists of all ages!

If you've got room in your social media calendar between now and the 2nd April to give this a plug, we'd really appreciate it.

Because we know how busy everyone is, please find below suggested text and appropriate tags to use as well as the attached in-line images for Social Media!

Facebook

FWATSIAP 2018 Entries are OPEN - enter for your chance to share in the \$5,000 prize pool!

Entry forms available online or from @BrokenHillRegionalArtGallery, @westdarlingarts and @AmanyaMithalIndigenousArts

Need a canvas? Visit our friends at @westdarlingarts!

Entries close 2 April, 2018

Proudly supported by @BrokenHillCityCouncil @MaariMaHealth @westdarlingarts @CreateNSWOfficial

<http://bit.ly/FWATSIAP>

Twitter

Far West Aboriginal & Torres Strait Islander Art Prize (FWATSIAP) 2018 Entries are OPEN - enter for your chance to share in the \$5,000 prize pool! Awards for Open 2D, Open 3D, Young Artist & Encouragement. More info and forms available at <http://bit.ly/FWATSIAP> #FWATSIAP #deadly

Instagram

Far West Aboriginal & Torres Strait Islander Art Prize (FWATSIAP) 2018 Entries are OPEN - enter for your chance to share in the \$5,000 prize pool! Awards for Open 2D, Open 3D, Young Artist & Encouragement. <http://bit.ly/FWATSIAP> #FWATSIAP #deadly #aboriginal #art #BHRAG #FarWest

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