

## **Candidate Social Media Use Guidelines**

The City of Greater Dandenong has several social media channels across various platforms, including,

- Facebook
- Instagram
- LinkedIn
- YouTube
- X (formerly Twitter)

### **Advice to Councillors and candidates on social media and emails during Council Election Period:**

- Candidates may 'like' or react to Council's social media posts.
- Candidates, including Councillors, may use their own social media channels to campaign, within VEC rules. This can include a page whose title includes 'Cr' or 'Mayor' if that is their current position.
- Candidates may not use Council resources to campaign and this includes not using or requesting photos owned by Council or making overt use of Council facilities and branding in images in campaign materials.
- Photographs or video used on social media must not breach copyright (ie do not use images or footage that someone else owns). Also, candidates should not use photos or videos of people who have not given explicit consent to use their images for campaign purposes.

### **CHAPTER 6 – ELECTION PERIOD (CARETAKER) POLICY**

#### **6.1.10 Social Media**

*Social Media includes, but is not limited to Facebook, Twitter; YouTube, and blogs.*

*Any subject matter that is posted on council-controlled social media sites during the Election Period (including any posts by members of the public) that could be viewed as electoral or campaigning material will be removed, such as photos of Councillors at publicity events as well as Councillor profiles from Council's website (excluding Councillor contact details).*

*The site will be monitored regularly during business hours and any material deemed to be election campaign material by the CEO or her delegate will be removed as soon as practicable. Postings over the weekend will be monitored, however, removal may be delayed until the following business day.*

*While Councillors still undertake duties of their office during the Election Period, they must not use Council-related material, opinion or commentary within their own personal social media sites during that period.*