



# Website and social media policy

## 1 Purpose and objectives

The Sustainable Neighbourhoods website and social media pages are intended to provide an online presence for Sustainable Neighbourhood groups across the City.

The objectives of having an online presence include the following.

- Promote Sustainable Neighbourhoods, including local groups, the Alliance and the network as a whole.
- Promote and celebrate the events, projects and achievements of Sustainable Neighbourhoods.
- Increase the reach and impact of Sustainable Neighbourhood messages
- Attract more participation in Sustainable Neighbourhood activities.
- To give access to documents such as SNAPs, survey reports, templates, and other supporting resources.

## 2 Governance and administration

### 2.1 Ownership

#### Website

- Alliance website

The domain name [www.sustainableneighbourhoods.org.au](http://www.sustainableneighbourhoods.org.au) is owned and managed by the Alliance on behalf of the Sustainable Neighbourhood network as a whole. Local group editors are given access to edit specific pages on behalf of their group.

- Local websites

Local Sustainable Neighbourhood groups may establish and manage their own websites if required. These are to be owned and managed by local groups in accordance with this policy.

## **Social media**

- Alliance social media pages

The Facebook page, [www.facebook.com/SustainableNeighbourhoodsLakeMacquarie](http://www.facebook.com/SustainableNeighbourhoodsLakeMacquarie), has been established and is managed by the Alliance on behalf of the Sustainable Neighbourhood network as a whole.

The Alliance may create additional social media pages (eg Instagram, Twitter) on behalf of the network as required.

- Local group social media pages

Local Sustainable Neighbourhood groups may establish their own social media pages, to be managed directly by local groups in accordance with this policy.

## **2.2 Roles and responsibilities**

### **Alliance Secretariat**

The Alliance Secretariat is responsible for the following.

- Overseeing the structure, design, and content of Sustainable Neighbourhood website and social media pages to ensure they meet the objectives detailed in this document.
- Managing access to the:
  - editor functions of the Alliance website
  - administrator functions of the Alliance social media page(s).
- Monitoring all digital content in collaboration with relevant local website editors or social media administrators.
- Assisting and advising local groups regarding quality control and other issues.

### **Local group editors and administrators**

It is intended that local Sustainable Neighbourhood groups will nominate 2-3 representatives to manage their group's own website; pages on the Alliance website; and/or their social media pages. These representatives will be granted editor or administrator access to their group's page(s).

Editors are responsible for the following.

- Regularly monitoring the content and activity on their group's page(s).  
Website content should be checked at least monthly to ensure content is up to date.  
Social media pages should be checked more regularly, at least once a week, to monitor activity, and respond to any enquiries or comments.

- Updating content on your group’s page(s) of the website, according to decisions of your group.
- Following these guidelines and adhering to quality control and relevant procedures.
- If retiring from the editor role, to notify their local group and the Alliance Secretariat.

### **3 Quality of content**

Editors are responsible for overseeing all content on their group’s website and/or social media pages. The Alliance Secretariat is responsible for ultimate editorial control.

#### **3.1 Accuracy and copyright**

Ensure all content is:

- true, correct, and up to date;
- a genuine reflection of the consensus of your Sustainable Neighbourhood group;
- consistent with the objectives of the Sustainable Neighbourhood program;
- respectful and responsible; and
- free of copyright infringement. Ensure you have permission to use all content and images.
- Ensure you have an individuals’ permission before posting an image of them. Refer to the [Alliance’s privacy policy](#).

Always double-check for accuracy before publishing or posting. When in doubt, ask someone else to review content before it is posted publicly.

#### **3.2 Writing and visual style**

- Write with the intended audience in mind.
- Utilise images such as photos and video to increase engagement. Avoid large blocks of text. Images of people are particularly engaging.
- Words like "we", "our" and other inclusive words are preferred.
- Use simple, easy to understand language. Avoid complicated phrases or jargon.
- Use positive language. Say what something is, rather than what it isn’t. For example, use “The proposal was rejected.”, rather than “The proposal was not accepted.”
- Use active language. A sentence’s subject should act upon the object. For example, use “The cat chases the mouse.”, rather than “The mouse is being chased by the cat.”
- Encourage feedback and positive interactions.

### **3.3 Offensive or negative content**

- All content and online activity must adhere to the terms and conditions of the particular platform (eg Facebook).
- Social media settings should be configured to ensure page administrators can moderate public posts, and monitor and remove and offensive content.
- Any language or content that is deemed to be offensive or in conflict with the objectives of the Sustainable Neighbourhoods Program should be removed immediately by the page editor. The Alliance Secretariat retains authority to immediately remove such content as required.
- Editors should respond to any negative comments posted to social media pages in a professional and respectful way. It is not desirable to suppress disagreement or opposing opinions. These circumstances can be an opportunity to correct misinformation, and to turn a negative into a positive.  
In extreme cases or repeat offences, negative offenders can be blocked from the page.

### **3.4 Commercial content**

- In general, editors should avoid promotion of commercial interests.
- The exception to this is to acknowledge a funding source, sponsorship or partnership for a specific project or activity of the Sustainable Neighbourhood group.

### **3.5 Links to external websites or sharing pages**

Editors may wish to include links to external websites, or share social media content from other individuals or organisations to provide additional information or resources for users. In this case, an external link can be included, within the following guidelines.

- The external link is directly relevant to the objectives of the Sustainable Neighbourhoods website, or the activities of the Sustainable Neighbourhood group.
- The editor undertakes due diligence to ensure the external content adheres to these guidelines.
- The link makes it clear that the user is leaving the Sustainable Neighbourhood website or social media page, and going to an external website or organisation.

## **4 Instructions for Website Editors**

### **4.1 Weebly**

The website content is edited using a platform called 'weebly'. Weebly is an online platform that can be access using any internet browser. This platform was chosen because it makes it easy for relative novices to edit website content, and includes all the functions we require.

The Alliance pays an annual fee for the 'pro' version of weebly.

#### **4.2 To become a website editor**

1. Reach agreement with your Sustainable Neighbourhood group to nominate one or two people as Website Editor(s) for your group. Document this decision in your group's meeting minutes, and forward to the Alliance Secretariat at [admin@sustainableneighbourhoods.org.au](mailto:admin@sustainableneighbourhoods.org.au).
2. The Alliance Secretariat will send you an editor invitation from weebly.com to your email address.
3. To accept the invitation, click on the 'Click here to get started' link in your email message.
4. Create your own weebly account, with a: Username, Email and Password, and click 'Get Started'.

You will now have access to specific pages of the website, where you will be able to update your group's own content.

#### **4.3 To add pages to the website**

Contact the Alliance Secretariat to add any extra pages to the website. The Alliance Secretariat will need to know the following.

- How many pages you would like to add and where in the page structure you would like them to appear.
- The title of each page you would like to add.

#### **4.4 To edit content on the website**

1. Go to [www.weebly.com](http://www.weebly.com).
2. Click the 'Log In' button at the top right hand corner.
3. Enter your email address/username and password, and click 'Log In'. This will take you to the 'dashboard'.
4. Click on the 'Edit Site' button near the top right-hand corner of the screen.

#### **4.5 Beginners guide to Weebly**

The best way to learn about using Weebly is to give it a go. You may like to have a look through or refer to these tutorials to get familiar in the first place.

**Weebly Help Center**, <https://hc.weebly.com/hc/en-us>

The Alliance Secretariat can also give you access to an 'unpublished' page if you'd like to test it out.