

14.1 Question on Notice No 8/2011 Funding for Council's Social Media Program and Website

Submitted by: Councillor Vincent De Luca OAM

Question

I note the announcement in last Saturday's Mayoral Column regarding a new Social Media Program:

1. What was the expenditure in the last financial year 2009/10 by Council on Social Media programs?
2. What has been the expenditure in this financial year to date on Social Media programs?
3. How much money is proposed for 2011/12 on Council's Social Media program?
4. What safeguards have been initiated to ensure privacy and that Council's Social Media Program is not used for political purposes?
5. What amount of money has been spent or is proposed to be spent on Council's website?

Response

1. No operational budget was expended in 2009/10. All social media activity was undertaken via staff resources.
2. \$17,517 operational budget was expended in producing the social media footprint, website integration and the drafting of the appropriate documentation. Content for social media activities were undertaken via staff resources. In 2010/11 Councillors directed the General Manager to significantly enhance council's social media capability by 31 March 2011 which was achieved and advised.
3. See question 5.
4. Council has developed internal documentation and guidelines to provide instruction on social media. As a further safeguard the Marketing and Communications team manage the primary social media programs, and they are exploring new technologies to assist in safeguarding Council. Council has arranged briefing sessions with staff to discuss the communications approach, privacy and the role of social media.

The use of social media is for the communication of Council programs and services, not as a mechanism for political purposes. This control is applied by Council Management across all communications and in accordance with council's existing media policy PL-520.

5. Council has allocated \$500k in the 2011/12 operational budget for a range of communications programs and activities. These primarily include developing the next generation Council's website and a range of digital and engagement programs which include the use of social media. It should be noted that this is not capital expenditure but operational and has been allocated from within existing operational budgets through back office efficiencies.