

**Submission
No 1**

BROADCASTING RESOLUTION FOR THE LEGISLATIVE ASSEMBLY

Organisation: Legislative Council of Western Australia

Date Received: 20 November 2020

Subject: NSW Legislative Assembly Standing Orders and Procedure Committee Inquiry into Broadcasting - Submission from WA Legislative Council

Attachments: 171011 Guidelines for Photography and Filming in the Legislative Council....pdf; Policy - Broadcasting Committee Hearings.pdf; 171110 LC Broadcast conditions.pdf; 171110 LC Camera operator guidelines.pdf; 171110 LC Video access guidelines.pdf; Social Media Strategy.pdf; Social Media Policy HRP020.pdf; Guidelines for Photography and Filming in Parliament House.pdf; POWA10 Guidelines for Media Accreditation.pdf

Sent: Friday, 20 November 2020 1:31 PM

Subject: NSW Legislative Assembly Standing Orders and Procedure Committee Inquiry into Broadcasting - Submission from WA Legislative Council

Dear Mr O'Dea,

Thank you for your letter to Hon Kate Doust, MLC, President of the Legislative Council, dated 16 October 2020 outlining the New South Wales' Legislative Assembly Standing Orders and Procedure Committee's inquiry into a broadcasting resolution for the Legislative Assembly. The President has provided your letter to me so that I can respond on behalf of the Legislative Council of Western Australia.

I am pleased to provide the following reports, policies and guidelines that may assist you:

1. Standing Committee on Procedure and Privileges Report 10 in relation to the internet broadcasting of proceedings of the Legislative Council Chamber, available [here](#).
2. Legislative Council Guidelines for Photography and Filming in the Legislative Council, attached.
3. Legislative Council Conditions for Broadcasters, attached.
4. Legislative Council Guidelines for Camera Operators, attached.
5. Legislative Council Guidelines for Access to Video Recordings of Parliamentary Program Material, attached.
6. Legislative Council Policy for Broadcasting Committee Proceedings, attached.
7. Legislative Council Social Media Strategy 2019/20, attached.
8. Parliament of Western Australia Social Media Policy, attached.
9. Parliament of Western Australia Guidelines for Media Accreditation, attached.
10. Parliament of Western Australia Guidelines for Photography and Filming in Parliament House, attached.

I trust this material will assist you in formulating your broadcasting resolution.

Should you have any queries or require any further information, please contact me on [REDACTED].

Kind regards,



Nigel Pratt | Clerk of the Legislative Council

Legislative Council of Western Australia

Parliament House | 4 Harvest Terrace | West Perth WA 6005

[REDACTED] | www.parliament.wa.gov.au



PARLIAMENT OF WESTERN AUSTRALIA



GUIDELINES FOR PHOTOGRAPHY AND FILMING IN THE LEGISLATIVE COUNCIL

These Guidelines relate to photography and filming in the Legislative Council Chamber and those areas of the Parliament building under the control of the President.

Guidelines for photography and filming in the shared precincts of Parliament House jointly controlled by the President and the Speaker are contained in a separate document, 'Guidelines for Photography and Filming in Parliament House'.

Subject to the capacity of the President, at their discretion, to allow photography or filming in the Legislative Council at any time, photography and filming are subject to the following conditions:

LEGISLATIVE COUNCIL CHAMBER – SITTING DAYS

1. Permission to take photographs or film in the Legislative Council on a sitting day must be sought from the President through the Usher of the Black Rod.
2. Photographers must work for media organisations which have received accreditation by the Parliament. Access by other members of the media may be arranged on a case-by-case basis by contacting the Usher of the Black Rod.
3. Photographs or film taken under these arrangements should be used only for the purposes of fair, accurate and appropriate reports of proceedings. Photographs or film shall not:
 - a) offend against the dignity of the House.
 - b) be used for the purposes of satire or ridicule.
 - c) be used for party political advertising, including election campaigns.
 - d) be used for commercial sponsorship or commercial advertising.
4. Telephoto lenses must not be used to inspect or take photographs of or film Members' documents or computer screens.
5. Photographs of persons in the Public Gallery are not permitted.
6. The use of flash or other sources of additional light is not permitted.
7. Photographers should be as unobtrusive as possible and not disturb the view or amenity of visitors in the Public Gallery.
8. Directions of the President and his or her delegate in relation to these guidelines must be observed.



9. Media accreditation may be withdrawn for non-compliance with these arrangements.

LEGISLATIVE COUNCIL CHAMBER – NON-SITTING DAYS

Members

1. Members of the Legislative Council may take photographs of themselves, with or without guests, for personal purposes and for use in electorate newsletters and in electronic media.
2. Photographs shall not:
 - a) include other persons without their approval.
 - b) include documents or personal possessions of other Members.
 - c) offend against the dignity of the House.
 - d) be used for the purposes of satire or ridicule.
 - e) be used for party political advertising, including election campaigns.
 - f) be used for commercial sponsorship or commercial advertising.

Media organisations

1. Permission to take photographs or film in the Legislative Council on a non-sitting day must be sought from the President through the Usher of the Black Rod.
2. Photographers must work for media organisations which have received accreditation by the Parliament. Access by other members of the media may be arranged on a case-by-case basis by contacting the Usher of the Black Rod.
3. Photographs or film taken under these arrangements shall not:
 - a) offend against the dignity of the House.
 - b) include documents or personal possessions of Members.
 - c) be used for the purposes of satire or ridicule.
 - d) be used for party political advertising, including election campaigns.
 - e) be used for commercial sponsorship or commercial advertising.
4. Members' desks are not to be interfered with and Members' personal documents and possessions are not to be photographed or filmed.
5. Directions of the President and his or her delegate in relation to these guidelines must be observed.
6. Media accreditation may be withdrawn for non-compliance with these arrangements.



OTHER AREAS

Photography and filming are not permitted in the President's Gallery, the Legislative Council Members' Lounge and Corridor, division lobbies, staff offices, the Committee Office or any other area under the control of the President of the Legislative Council without first obtaining the consent of the President or his or her delegate.

Photography and filming are not permitted in the shared precincts of Parliament: i.e. the foyers, Courtyard, Members' Dining Room, Members' Lounge, Members' Corridor and the Strangers' Lounge without the permission of *both* Presiding Officers.

As per the 'Guidelines for Photography and Filming in Parliament House', Members may take photographs outside the building, in their office, their party room, or any meeting room without seeking permission.



HON KATE DOUST MLC
PRESIDENT OF THE LEGISLATIVE COUNCIL



CONDITIONS FOR BROADCASTERS

CONDITIONS

Access to the proceedings of the Legislative Council for the broadcast of proceedings is subject to an undertaking to comply with a number of conditions. Non-compliance with the conditions may incur penalties for stations including withdrawal of access for such time as is appropriate. If it appears that the conditions may have been breached, that matter will be considered by the President of the Legislative Council.

The conditions are:

1. Source of Recording

Broadcast and rebroadcast may occur and recordings may be made only from the official composite vision and sound program provided by the Parliamentary Televising Unit.

2. Fair and Accurate Reporting

Program material shall be used only for the purposes of fair and accurate reports of proceedings, and shall not be used for -

- political party advertising or election campaigns;
- satire, ridicule or denigration; or
- commercial sponsorship or commercial advertising.

3. Balanced Reporting

Reports of proceedings shall be such as to provide a balanced presentation of differing views.

4. Withdrawn Remarks

Remarks which are subsequently withdrawn may be rebroadcast only if the withdrawal is also rebroadcast.

5. Sale of Program Material

No program material may be sold to any person or organisation without the written permission of the President.

6. President's Instructions

The instructions of the President of the Legislative Council, in respect of broadcasting, shall be observed.



Conditions approved:



Nigel Pratt
Clerk of the Legislative Council

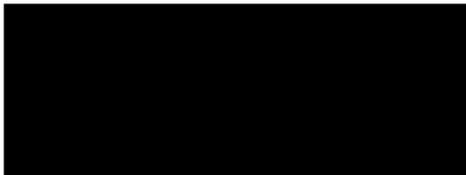
10 November 2017



GUIDELINES FOR CAMERA OPERATORS

1. As a general principle, cameras should focus on the Member with the call. Shots should be no closer than 'head and shoulders'.
2. Fine tuning or variations to depths of field at the discretion of the operator is acceptable.
3. Wide-angle shots of the Chamber may be used during Divisions and Question Time. Sparing use of the wide-angle shot may be used at other times.
4. Reaction shots of a Member are not permitted.
5. In the event of unparliamentary behaviour or a disturbance on the floor of the House, the camera is to focus on the Chair or a slightly wider angle shot of the Chamber which incorporates the Chair and the Clerks at the Table but which does not show the incident.
6. No close-up shots of Members' papers shall be permitted.
7. Instructions from the President in relation to the operation of the sound and vision equipment in the Legislative Council shall be observed.

Guidelines approved:



Nigel Pratt
Clerk of the Legislative Council

10 November 2017



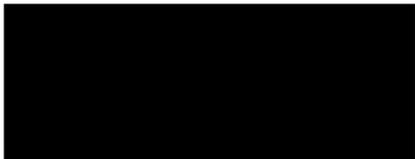
GUIDELINES FOR ACCESS TO VIDEO RECORDINGS OF PARLIAMENTARY PROGRAM MATERIAL

Video recordings of program material may be made available on a cost recovery basis to any person on request to the Parliamentary Televising Unit subject to the following conditions.

Program material is to be used only for the purposes of -

1. providing fair and accurate reports of Legislative Council proceedings; or
2. providing information about the proceedings and operation of the Legislative Council,
3. and shall not be used for -
4. political party advertising or election campaigns;
5. satire, ridicule or denigration; or
6. commercial advertising.

Guidelines approved:



Nigel Pratt
Clerk of the Legislative Council

10 November 2017



POLICY FOR BROADCASTING COMMITTEE PROCEEDINGS

INTRODUCTION

The Legislative Council has the capacity to broadcast and record committee hearings via high definition colour cameras and other broadcast equipment installed in Committee Room One, Legislative Council Committee Office (LCCO) 18-32 Parliament Place, West Perth.

Broadcast hearings may be viewed via the Master Antenna Television (MATV) System to Parliament House and via the internet.

OPERATION OF BROADCAST FACILITIES

The system is operated by the AV Controller via a control system located in the south-east corner of the room. The AV Controller remains in the room at all times during the broadcast.

Focus of camera footage

AV Controllers will:

- ensure that only the public proceedings of Committee hearings are broadcast;
- avoid camera shots that enable identification of Committee documents;
- avoid broadcasting any disturbance on the floor and take such action (including suspending recording and broadcast), as directed by the Chair; and
- follow the guidelines for camera operators applicable to chamber proceedings available [here](#).

The cameras have been configured to pre-set positions based on a general seating plan of Committees.

ACCESSING THE BROADCAST

Recorded hearings and access to recordings

Hansard AV Services will record each broadcast, which will be available on DVD or USB following the hearing. Committee Services staff can obtain copies of the broadcast from the AV Control Room. While the first priority of the AV Control Room is to provide television and audio services for sittings of the Houses, it will endeavour to fill all legitimate requests for footage of Committee proceedings.

All requests to AV Services for committee broadcast material will be referred to Committee Services staff for approval and processing.

The President

The President, who ultimately grants access to broadcast coverage of proceedings of the Council to Members and the media, subject to certain conditions, retains the right to withdraw that access.

Members

Members may request a copy of the broadcast from the AV Control Room. A broadcast recording must not be used for political party advertising or election campaigns; for satire; ridicule or denigration; or for commercial advertising.

Requests for Multiple Copies

A request for multiple copies of a broadcast recording will be considered on a cost recovery basis.

Media

Media may request a copy of the recording from the AV Control Room.

Media use of their own equipment to record proceedings

A Committee may authorise a media representative to take television file footage of a Committee hearing in compliance with the directions of the Chair and the rules applying to authorised media representatives. However, to minimise interference with committee proceedings, the media must cease filming prior to the commencement of the broadcast.

GENERAL INFORMATION

Prioritisation of meeting rooms

Priority access to Committee Room One will be given to Committees wanting to utilise the broadcast facilities. Bookings will be made using the process currently used for booking meeting rooms and related facilities in the LCCO. When booking the room Committee Clerks are to indicate whether the Committee intends to broadcast the hearing.

In the event that there are competing demands between Committees for the use of those facilities, access will be provided as determined by the Clerk Assistant (Committees).

Policy approved: 

Nigel Pratt
Clerk of the Legislative Council

13 September 2018

40TH PARLIAMENT



SOCIAL MEDIA STRATEGY: LEGISLATIVE COUNCIL 2019/20

24 June 2019

CONTENTS

1	Introduction	1
2	Glossary.....	1
3	Objectives	2
	Engage	2
	Inform & Educate	2
4	Strategic focus areas.....	3
5	Implementation	4
	Facebook.....	4
	Twitter	5
6	Account management	5
	Content contribution.....	5
	Content removal	5
	Parliament policies.....	6
	Photographs/videos posted without naming individuals	6
7	Paid advertising	7
	Facebook.....	7
	Twitter	8
8	Measuring.....	10
	Current engagement.....	10
	Future engagement	11
9	Review	11
10	Bibliography.....	12
	Articles	12
	Blogs & Websites	12
	Cases & Legislation.....	12
	Domestic Government & Parliamentary Materials	13
	International Government & Parliamentary Materials.....	13
	Social Media	14
Appendix 1	Best practice quality content principles	15
Appendix 2	Stage one action plan.....	18
Appendix 3	Example photo/video release form.....	19
Appendix 4	Comment policy	20

Appendix 5 Responding to comments.....21



1 Introduction

- 1.1 Social media is defined as websites and applications that enable users to create and share content or interact digitally. The social media platforms relevant to this strategy are Facebook and Twitter.
- 1.2 The purpose of the Social Media Strategy (Strategy) is to provide:
- a framework for engaging with Social Media in the Legislative Council context;
 - practical guidance to social media use including how to introduce new content formats; and
 - an increase to our follower and engagement figures over the next 12 months.
- 1.3 There is significant potential to grow our social media presence. Committees are the most viewed pages on the Parliament WA website (1,914,885 hits from 10,130,940). Three of the top ten documents accessed through the website in 2018 were Committee Reports.
- 1.4 The Legislative Council Strategic Plan 2018-2019 identifies Key Strategies for the Committee Office including provision of pro-active advice, efficient and pro-active administrative support and promotion of Committee engagement with relevant stakeholder groups. Investigating methods of engagement is a business plan objective for 2018-19.
- 1.5 The Strategic and Business Plan provide the context for development of this strategy. It will enable officers to offer Committees a range of options for promoting their inquiries. Members have raised the issue of Community Engagement both at a broad LC level and an individual Committee level. Some Committees are adopting some of the options set out in the strategy.
- 1.6 This Strategy relates to social media engagement only by the Legislative Council and is not intended to be a Parliament wide engagement policy. It is a key element of a broader engagement strategy which is yet to be developed.

2 Glossary

Term	Definition
Clicks	This is the number of clicks on your content, page name or logo.
Engagement	The total number of social interactions divided by the number of impressions. For engagement, it's about seeing who interacted and if it was a good ratio out of your total reach.
Followers	Followers refers to the number of people who have clicked the "like" button on your page to follow your posts.
Hashtags	Hashtags turn topics and phrases into clickable links in your posts. Hashtags should ideally be incorporated into your sentences, to identify a particular topics. For example: "Today at #waparliament we celebrated #internationalwomensday ..." When people click a hashtag or search for a hashtag, they'll see results that contain the hashtag so they can learn more about topics that interest them.

Term	Definition
Organic reach	Number of people who have seen your post on their newsfeed.
Paid reach	Number of people who have seen your post through a paid promotion.
Page views	Page views refers to the number of people who viewed your Facebook page in a given time period.
Reach	Reach is the number of people that saw your post. Facebook calculates both organic and paid reach.
Retweet	The act of sharing a tweet from someone else's twitter account with an accompanying message. For example if a witness at a hearing tweeted <i>appeared as a witness for x inquiry</i> ' LC could tweet <i>The Committee heard from Joe blogs today.</i>
Tagging	A tag links a person, Page, or place to a post. For example, you can tag a photo to say who's in it and/or identify a specific location.
Total reach	Number of people who have seen your post, through paid reach and organic reach combined.

3 Objectives

Engage

- Grow and build the LC's presence on the social web.
- Increase engagement with stakeholders and the public, including increasing the public understanding of the LC and its work.
- Engage with the community, particularly a younger and more diverse audience.

Inform & Educate

- Educate about the LC's role, focusing on the LC's identity as a house of review.
- Communicate upcoming key events, public opportunities and deadlines.
- Convey information in a timely and simple manner.

4 Strategic focus areas

4.1 The LC will deliver its objectives by focusing on 4 action themes.

Number	Action Theme
Action Theme 1	<p>Create quality content</p> <ul style="list-style-type: none"> Content will be created and managed using specific best practice content principles (see Appendix 1). All content will have the tone of a 'respected friend' and adhere to our branding. We will use analytics to determine which posts are performing best to generate better forms of content. <p><i>How we will measure:</i></p> <ul style="list-style-type: none"> Increased followers. Increased click-through rates to our website. Increased 'reach' for our posts. Increased number of 'likes' and 'shares' of our posts. Increased number of public/stakeholder interaction with our posts. Greater number of people taking part in LC content and public events.
Action Theme 2	<p>Increased reach</p> <ul style="list-style-type: none"> Reach is measured through views, likes, clicks, shares and comments. Across all of our social media channels (but especially on Facebook) we will move towards an engagement/conversation tone rather than a broadcast model. <p><i>How we will measure:</i></p> <ul style="list-style-type: none"> Increased interaction with our posts from the public (asking questions, sharing etc). Increased engagement with other parliament and related pages.

Number	Action Theme
Action Theme 3	<p data-bbox="363 250 1257 322">Promote development of content to be channelled through to Content Managers.</p> <ul data-bbox="383 349 1372 707" style="list-style-type: none"> <li data-bbox="383 349 1372 456">• Individuals/committees encouraged to create content for social media channels but to ensure consistency, editorial balance and quality only specified staff can post the content. <li data-bbox="383 474 1372 537">• An internal process will be established to funnel key information and events to the Content Managers for use in social media. <li data-bbox="383 555 1372 618">• All staff should be aware of the objectives of the social media strategy and encouraged to contribute relevant information. <li data-bbox="383 636 1372 707">• In our internal communications, we will remind staff to put forward content ideas. <p data-bbox="363 734 619 761"><i>How we will measure:</i></p> <ul data-bbox="383 788 1302 1003" style="list-style-type: none"> <li data-bbox="383 788 829 815">• Greater diversity in types of posts. <li data-bbox="383 842 759 869">• Greater diversity of content. <li data-bbox="383 887 1264 913">• Increased representation of the LC and its Committee's and their work. <li data-bbox="383 940 1302 1003">• Change in behavior, with more staff contributing ideas and content to the Content Managers.
Action Theme 4	<p data-bbox="363 1034 568 1061">Giving feedback</p> <ul data-bbox="383 1088 1372 1281" style="list-style-type: none"> <li data-bbox="383 1088 1372 1227">• The Content Managers to give regular constructive and diplomatic feedback to colleagues about how their content has performed on our social media channels and if necessary, how we can help improve performance next time. This includes giving advice about using paid promotions on Facebook. <li data-bbox="383 1245 1359 1272">• We will celebrate successes and give feedback in the working group meetings. <p data-bbox="363 1299 619 1326"><i>How we will measure:</i></p> <ul data-bbox="383 1352 1232 1379" style="list-style-type: none"> <li data-bbox="383 1352 1232 1379">• Direct internal feedback received by, and to, the Content Managers.

5 Implementation

5.1 The LC will use Facebook and Twitter to implement this Strategy.

Facebook

5.2 The LC has a Facebook page and this Page will continue to be used for all the LC's Facebook interactions.

5.3 The information on the Facebook page will be distinct from the information on the Parliament website. The website will contain full details, while the Facebook page will be a snapshot.

5.4 The Facebook page will avoid focusing on providing detailed information about procedure – this is for the Website to do.

- 5.5 This means that events, projects, exhibitions, new services, roles, processes, history and ways to get involved with LC will be featured rather than detailed core business information such as House business, debates etc.

Twitter

- 5.6 The LC already has a Twitter account and it is proposed that this account continue to be used for all the LC's Twitter interactions.
- 5.7 Content on Twitter will include core business information, news featured on the Parliament website, coverage of parliamentary events, happenings in Parliament that day, Committee attendance at events outside Parliament and livestream links.

6 Account management

Content contribution

- 6.1 All staff should be aware of the objectives of the social media site and invited to contribute relevant information.
- 6.2 An internal process will be established to funnel key information and events to the Content Manager for use in social media.
- 6.3 Committees/individuals can create content for these channels but to ensure consistency, editorial balance and quality only specified staff can post the content on the relevant social media channel.
- 6.4 The Content Managers will record time spent to measure resource impacts and to inform future staffing requirements. The expected time commitment for Content Managers is anticipated to be:
- less than 1 x hour per day to schedule or upload content, and monitor any comments or interactions that may need to be responded to.
 - 1 x hour per week to record the appropriate data and input into spreadsheet.
- 6.5 The time spent assumes the Committee Office Content Manager is not required to create content including searching for relevant photos. The House Content Managers do create content but anticipate the above time commitments will apply. The Executive Officer to the President creates content and may have an additional time commitment.
- 6.6 All content will be apolitical, impartial and professional, and avoid statements that may reasonably be interpreted as advocating government policies or criticizing the policies of political parties or groups.

Content removal

- 6.7 The LC will reserve the right to remove inappropriate content and block a user from a social media site.
- 6.8 The Content Managers should monitor the posts and comments posted and remove anything which breaches our comment policy (see Appendix 4). If content is removed the following details should be recorded and stored in our record management system:
- Post content
 - Author name
 - Date and time

- Screen shot of the comment
- 6.9 The Content Manager receives notifications when a post occurs on Facebook or Twitter.
- 6.10 Monitor the page so that complaints or negative interactions can be responded to as soon as possible. Responses preferably should occur within an hour and a maximum of 24 hours later. When responding, use the flowchart in Appendix 5.
- 6.11 Consistent with the approach taken in the Victorian Parliament to moderating comments, some comments or complaints may remain up or not responded to for a short period overnight or over the weekend prior to being moderated.

Parliament policies

- 6.12 This Strategy is intended to be read and used in conjunction with the Parliament of WA policies and guidelines, including but not limited to:
- Social media policy.
 - Guidelines for photography and filming in Parliament House
 - Guidelines for hosting an exhibition at Parliament House
 - Electronic information policy

Photographs/videos posted without naming individuals

Public Areas (note inside Parliament photo policy applies)

- 6.13 As a general rule, you can take photos of people and places in public areas without requiring permission.¹ A general right of privacy does not exist in Australia.²
- 6.14 Outside of Parliament would be a public place. Inside Parliament the Guidelines for photography and filming in Parliament House applies see para 6.12.
- 6.15 As no right of privacy exists in Australia, permission is not required to use photographs of people taken in a public setting for non-commercial purposes. However, as a matter of courtesy and if practicable, we will aim to seek verbal permission to use a photograph of individuals on social media.
- 6.16 You do not need permission to photograph monuments and artwork that are permanently situated in a public place, or in premises open to the public.³
- 6.17 We will never publish any personal information of a person (e.g. their contact details, address etc.). Names will be published with permission.
- 6.18 It is envisaged the LC would continue with its current practice of seeking general permission from staff and Members for use of recognisable images.

Private Areas

- 6.19 Photographs can only be taken on private property with the permission of the landowner (so as not to offend trespass laws).
- 6.20 There is no restriction on taking photographs of people on private property *from* public property (providing you are not causing a nuisance etc.).⁴

¹ *Victoria Park Racing v Taylor* (1937) 58 CLR 479 (at p.496); *ABC v Lenah* (2001) HCA 63; *R v Sotheren* (2001) NSWSC 204

² *Ibid.*

³ Section 65, *Copyright Act 1968* (Cth)

⁴ *Ibid.*, 2.

- 6.21 We will always advise staff and Members prior to taking their photograph in a private area, and obtain general consent for the use of the photograph on social media.
- 6.22 For events held at Parliament House, we can advise attendees that photographs will be taken and may be posted on our social media and/or website and should an individual not wish to have their photograph taken, to advise the photographer. This can be done in a variety of ways, such as by announcement at the event (e.g. by the MC of the event during general housekeeping announcements), by including the information on an invite, by having signage at the event or the photographer themselves advising people prior to taking photographs.
- 6.23 If you are in doubt about whether you can take photos at a particular location, check with the relevant authority of that place. Note the internal parliamentary policies regarding photography.
- 6.24 If you are in doubt about taking photographs of a person, have them sign a photograph release form (Appendix 3).

Sharing functions on social media

- 6.25 As a general rule, you are able to share and re-tweet material posted on social media using the platforms own sharing functions. A user has to agree to the terms and conditions of the platform before they upload material and this usually includes agreeing to the sharing functionality.

7 Paid advertising

Facebook

- 7.1 There are two types of 'paid advertising' options on Facebook.
- Boosted posts
 - Ads.

Boosted posts

- 7.2 For the LC's purposes (particularly starting out), we are more likely to use boosted posts than ads.
- 7.3 Not every post that is posted by a page on Facebook actually appears in follower's newsfeeds. Everybody can see the post if they specifically go to the page, but only a small portion of followers will see the post organically in their newsfeed. Facebook uses an algorithm to control this process.
- 7.4 By boosting a post, it will appear in a greater number of people's newsfeeds. It will also appear 'higher' on the newsfeed. You can 'target' audiences by age, location, interest, gender etc.
- 7.5 Sponsored Facebook posts are best used when the goal is to increase engagement with a certain post.
- 7.6 The objectives available for boosting are engagement and website visits.
- 7.7 There is only one format for sponsored posts. All posts will appear in newsfeeds as any ordinary post would.
- 7.8 To get the most out of your sponsored posts, focus on boosting content that has already gained some traction with your audience. That way, you know that the content you are promoting resonates with your followers.

Facebook ads

- 7.9 Facebook ads are essentially boosted posts, with greater options for customization.
- 7.10 There are a number of formats available for ads, which can include, newsfeed ads, right column sidebar ads, via messenger etc.
- 7.11 There are also a greater number of objectives to choose from. The objective that you choose will help determine what type of ad format and placement is appropriate for your Facebook ad campaign.
- 7.12 Facebook ads have more specific audience targeting than boosting. For example, you can seek out people who have previously visited the website, people who have read specific blogs etc.

Paid posts policy⁵

- 7.13 If you have too much text in your 'ad image' than it may have its reach limited or it may be rejected altogether.
- 7.14 You cannot directly or indirectly tell Facebook users you are targeting them.
- 7.15 Do not use the Facebook logo or mention the word Facebook.

How to buy an advertisement

- 7.16 Through the page or page managers app to create boosted posts.
- 7.17 Through the ads manager to create an ad.
- 7.18 Facebook for Business is an enhanced platform with a wider range of advertising options. The Commonwealth Parliament use this platform. It is not currently in use at Parliament of WA.

Cost

- 7.19 All expenditure needs to be approved in accordance with the procurement policy, acquittal requirements, and financial delegations.
- 7.20 You set a budget based on the approved maximum amount you would like to spend.
- 7.21 As a guide, the average small business advertising on Facebook spend around \$500 to \$1,500 per month.
- 7.22 Start small.

Twitter

- 7.23 There are two types of 'paid advertising' options on Twitter.
- Promote mode
 - Ad campaign.

Promote mode

- 7.24 Promote mode is an automated, always-on, flat-rate subscription advertising solution and is an easy way for the LC to promote our brand and meet our objective of increasing engagement and website visits.

⁵ 'Facebook Ads Guide' <https://www.facebook.com/business/ads>

- 7.25 Promote mode works by promoting our first ten Tweets (that pass Twitter's quality filter) each day, and adding them to a Promoted Tweets campaign that targets our selected audience.
- 7.26 Tweets that are promoted become Twitter Ads and appear with a small "Promoted" badge.
- 7.27 Retweets, Quote Tweets or replies do not get promoted.
- 7.28 Typically, the first few Tweets of a day receive the most promotion.
- 7.29 Promote mode also runs an additional Promoted Account campaign which increases reach, attracting new visitors to our profile and increasing the number of followers.
- 7.30 On average accounts will reach 30 000 additional people and add 30 followers a month. Performance does vary depending on factors such as:
- account type
 - targeting selection
 - type and frequency of tweets

Promote mode quality filter

- 7.31 The following guidelines must be adhered to in order to pass the quality filter:
- working URL in page Bio
 - content, clarity and accuracy
 - represent the brand or product being promoted
 - cannot mislead, exaggerate or sensationalise
 - destination URL
 - destination URL should contain quality, original content and be directly relevant to what is advertised in the ad
 - destination URL should not contain disruptive pop ups, automatic downloads or fake functionality
 - text
 - proper grammar and spelling
 - excessive use of capitalization, punctuation or symbols is prohibited
 - avoid punctuation, symbols and spaces in hashtags
 - image
 - page must have a profile photo and a header image
 - must be of high editorial quality
 - video
 - must be in the correct format specified on the creative tool page
 - clear quality
 - content suitable for all users.

Twitter ad campaign

- 7.32 This function would enable us to:
- set up an ad for a particular tweet or campaign

- target our audience
- set a total budget, and a daily maximum
- set a pace

7.33 A Twitter ad campaign would help to achieve an objective of promoting a specific event or piece of information.

How to buy an advertisement

7.34 Through the Twitter page or app.

Cost

7.35 Promote mode is a flat-rate advertising option costing roughly \$143.58 AUD per month.

7.36 Ad campaigns allow users to set their own budget.

8 Measuring

Current engagement

8.1 The Legislative Council has its own Facebook page and Twitter account.

8.2 Twitter is used to convey information about topics such as (but not limited to):

- referral of a bill or enquiry
- reports tabled in the house
- submissions
- public hearings
- extension of time to report
- tabling of report
- tabled response to report
- disallowances.

8.3 As at 20 February 2019, our engagement levels on Twitter (@WALegCouncil) were as follows:

- Following: 119
- Followers: 1,524
- Likes: 55
- Tweets: 2,506.

8.4 Facebook is used by the LC to promote the President's engagements, events, hearings, bills being considered and information about the procedure in parliament.

8.5 As at 20 February 2019 our engagement levels for Facebook (@WALegislativeCouncil) were as follows:

- Likes: 825
- Pages liked by LC: Nil.

8.6 Website hits are currently unavailable.

Future engagement

8.7 Measurement techniques going forward are set out for each platform in Part 4- Strategic focus areas.

9 Review

9.1 This strategy will be reviewed at the expiry of 6 months from when it comes into operation, and then as otherwise needed.

9.2 Social media Content Managers will review weekly statistics to determine:

- What type of post is working best? (Video, Photo, Text, share etc.)
- What type of content is most popular?
- What days do you see the best performance?
- What times of the day is the best performance?
- Which demographics work best?

9.3 This information will be used to inform future posts.

10 Bibliography

Articles

1. Andy Williamson & Freddy Fallon, 'Transforming the Future Parliament through the Effective Use of Digital Media' (2011) 64(4) *Parliamentary Affairs*, p 787
2. Beverley Duffy and Madeleine Foley, 'Social media, community engagement and perceptions of parliament: a case study from the NSW Legislative Council' (2001) *Australasian Parliamentary Review* 26(1) 198-206
3. C Leston-Bandeira & D Bender 'How Deeply are Parliament's Engaging on Social Media?' (2013) *Information Polity: The International Journal of Government & Democracy in the Information Age*, 18, 281–297
4. C Leston-Bandeira (2014) 'The Pursuit of Legitimacy as a Key Driver for Public Engagement: The European Parliament Case' (2014) *Parliamentary Affairs*, 67 (2). pp. 415-436
5. G Kennedy, 'Guiding principles for Modernising Parliament' (2016) *Australasian Parliamentary Review*, 31(1)
6. Martin Drum, 'How well do Parliamentary Committees Connect with the Public?' (2016) *Australasian Parliamentary Review*, 31(1)
7. Michelle Kurrle & Jeff Norris, 'Improving Committee Processes with Technology' (Paper Presented at ANZACATT Professional Development Seminar, Perth, 25 January 2018)
8. Sue Ellson, 'Social Media Trends, Tools and Targets' (Paper Presented at Connecting with the Community Masterclass for Parliaments in Australia and Asia-Pacific, Parliament of Victoria, 14 November 2018, 15 November 2018)

Blogs & Websites

9. Brett Barnhart, '15 Tips for Building a Better Social Media Presence' *Sprout Social* (2018) <<https://sproutsocial.com/insights/building-social-media-presence/>>
10. Buffer Marketing Library, 'State of Social' (2019) <<https://buffer.com/state-of-social-2019>>
11. Buffer Marketing Library, 'What to Post on Each Social Media Platform' (2018) <<https://buffer.com/library/what-to-post-on-each-social-media-platform>>
12. Facebook, 'Facebook Ads Guide' (2019) <<https://www.facebook.com/business/ads> >
13. Facebook, 'Facebook Advertising Policies' (2019) <<https://www.facebook.com/policies/ads/#>>
14. Matt Banner, '10 Tactics to Boost Your Organic Social Media Reach' (2018) <<https://mention.com/blog/organic-social-media-reach/>>
15. Social Report, *Social Media Facts and Statistics You Should Know* (2017) <<https://www.socialreport.com/insights/article/115005068923-Social-Media-Facts-And-Statistics-You-Should-Know>>
16. We Are Social, *Digital Report 2018 Australia* (2018) <<https://wearesocial.com/au/blog/2018/02/2018-digital-report-australia>>

Cases & Legislation

17. *ABC v Lenah* (2001) HCA 63
18. *Copyright Act 1968* (Cth)
19. *R v Sotheren* (2001) NSWSC 204
20. *Victoria Park Racing v Taylor* (1937) 58 CLR 479

Domestic Government & Parliamentary Materials

21. City of Greater Bendigo, *Community Engagement Guidelines and Toolkit* (2016) <
[https://www.bendigo.vic.gov.au/sites/default/files/2016-11/Community Engagement guidelines and toolkit 2016 ECM3377622.pdf](https://www.bendigo.vic.gov.au/sites/default/files/2016-11/Community%20Engagement%20guidelines%20and%20toolkit%202016%20ECM3377622.pdf)>
22. Department of Education Tasmania, *Social Media Guidelines*,
<https://documentcentre.education.tas.gov.au/documents/social-media-guidelines.pdf>
23. Department of Foreign Affairs and Trade, *Digital Media Strategy 2016 – 2018* (2016) <
<https://dfat.gov.au/about-us/publications/corporate/Documents/digital-media-strategy-2016-18.pdf>>
24. La Trobe University, *Copyright in Social Media, Websites and Blogs* (ND) <
<https://www.latrobe.edu.au/library/about/copyright-hub/social-media>>
25. Loddon Shire Council, *Social Media Strategy* (2013) < www.loddon.vic.gov.au/files/b14abeba-ffe9.../SOCIAL-MEDIA-STRATEGY-v1.pdf>
26. National Library of Australia, *Social Media Strategy 2013 – 2014* (2013) <
<https://www.nla.gov.au/policy-and-planning/social-media-strategy-2013>>
27. Qld Department of Premier and Cabinet, *Performance Management Framework Strategic Planning Toolkit*, October 2018, <https://www.forgov.qld.gov.au/sites/default/files/pmf-strategic-planning-toolkit.pdf>
28. State Government of Victoria, *Use Social Media – Digital Standards for Victorian Government* (2018) <https://www.parliament.vic.gov.au/images/stories/committees/paec/2016-17_Performance_Outcomes/qons/DPC_Attachment_B_VDSF_How_to_Guide_for_use_of_Social_Media.PDF>
29. Youth Affairs Council of South Australia, *Better Together: A Practical Guide to Effective Engagement with Young People* (2016)
https://officeforyouth.sa.gov.au/_data/assets/pdf_file/0008/39680/Final-Better-Together-Youth-Engagement-Guide-V3-2016-02-09.pdf

International Government & Parliamentary Materials

30. House of Commons Liaison Committee, 'Building Public Engagement: Options for Developing Select Committee Outreach' (2015) First Special Report of Session 2015-16
31. International Institute for Democracy and Electoral Assistance, *Social Media: A Practical Guide for Electoral Management Bodies* (2014)
<<https://www.idea.int/sites/default/files/publications/social-media-guide-for-electoral-management-bodies.pdf>>
32. Inter-Parliamentary Union, Andy Williamson, (March 2013), *Social Media Guidelines for Parliaments* <<http://archive.ipu.org/PDF/publications/SMG2013EN.PDF>>
33. Organisation for Economic Co-Operation and Development, *Engaging with the Public: 12 Lessons from DAC Peer Reviews* (2014) <<https://www.oecd.org/dac/peer-reviews/12%20Lessons%20Engaging%20with%20the%20public.pdf>>
34. Privileges Committee, New Zealand House of Representatives, *Question of privilege regarding use of a social media to report on parliamentary proceedings* (September 2015)
35. UK Parliament, 'Facebook Strategy' (2018)
36. UK Parliament, *Parliament's Corporate Use of Social Networking Sites* (2011)
<https://www.parliament.uk/documents/foi/foi-2011-parliament-social-media-policy-f11-284.pdf>

Social Media

37. <https://www.facebook.com/fijiparliament/>
38. <https://www.facebook.com/NZParliament/>
39. <https://www.facebook.com/parliamentnsw/>
40. <https://www.facebook.com/PARLyouth/>
41. <https://www.facebook.com/scottishparliament/>
42. <https://www.facebook.com/TheBritishMonarchy/>
43. <https://www.facebook.com/UKHouseofCommons/>
44. <https://www.facebook.com/UKHouseofLords/>
45. <https://www.facebook.com/ukparliament/>
46. <https://www.facebook.com/VicParliament/>

Strategy Approved:



Nigel Pratt
Clerk of the Legislative Council

24 June 2019

APPENDIX 1

BEST PRACTICE QUALITY CONTENT PRINCIPLES

- 1.1 Content will be created using specific content principles. In managing content, the LC social media pages will focus on the following content principles sourced from resources detailed in the Bibliography.

Best practice Facebook specific content principles

- 1.2 The length of your Facebook post matters
- Facebook Posts less than 50 words receive more engagement than longer posts. Facebook users are busy and have a limited attention span. That's why it's essential to grab their attention quickly in their crowded news feed with short, shareable, engaging posts.
 - Longer content can be accessed by users by clicking on links to other pages or our website.
 - Links are shortened by using the bit.ly URL shortening tool.
- 1.3 Links to Website
- Where possible links should be made back to the Parliament website or Parliament's other corporate social media channels.
 - When linking to our website, keep it short. For example, saying only 'see more at **link**' or 'more info at 'link' is sufficient. It is unnecessary to tell readers to 'click on the link' or explain where the link will take them.
 - Ensure that the website has prominent social media link buttons. These should appear in the same place on every page of the Committee webpages.
- 1.4 Visuals
- Try to use more images and videos with your posts: 40% of people respond better to visuals than plain text and Facebook content that includes images gets 2.3 times more engagement than posts that aren't visual.
 - When using photographs – avoid using headshots or overly staged photos as users are more focused on seeing things 'as they happen' and humanisation.
 - When identifying people featured in a photograph, instead of putting their name and job title in the text, make use of tags. This way the people can be identified, but it does not have to take up space on the post itself.
 - Tag photos with a location, name of the visit/event/tour (if relevant) and any other appropriate standard tags.
- 1.5 Varied Content
- The page will cover a broad base of content types and sources to retain interest levels.
- 1.6 Humanised Content
- Facebook users can be hostile to an overly formal writing style. While corporate in message, the tone of our Facebook channel must therefore be informal spoken English, human-edited and – for the most part - written/paraphrased specifically for the Page.

- Develop personality of a trusted friend who talks about complex things in a way that is easy to understand.
- Use short words, contractions and simple messages.
- Users love authentic content that doesn't always have that polished touch.

1.7 Frequency

- We will post an average of 2 new wall posts a week.
- Studies show the most active time for users is Thursday and Friday, between 1:00pm – 3:00 pm. Consider scheduling your posts around peak times.
- If we post more than twice a day then the likelihood of our content being seen by followers will decrease.

1.8 Re-usable

- Facebook is a tool for sharing online content between networks of users/friends.
- Posts on Parliament's Facebook wall should focus on material users are likely to want to send to friends or post on their own profile. For example event-driven material such as information about exhibits, photos and events.

1.9 Timely

- Facebook posts will be about issues of relevance today or events/opportunities coming soon.
- We will use the scheduling tool to schedule posts, when appropriate.
- Specific content should be posted at the relevant time, such as: Key dates (Remembrance Day, ANZAC day, WA day etc.)

1.10 Use Connections

- Like other pages as the LCWA Page:
 - Other Commonwealth Parliament pages (UK, Scotland, Ireland, Canada, Singapore, New Zealand).
 - Others state's parliament pages
 - Government agencies or Departments
 - News websites
 - Non-contentious causes and associations (AUSLAN, Perth Mint, AFP, WA Police, RSL WA, National ANZAC Centre, Optus Stadium, RAC Arena, Beyond Blue, ABS).
 - Parliamentary Associations.

1.11 Use Facebook Events

- Create Facebook events for public promotions, exhibitions, and events.
- Facebook Events are the correct content format for visiting opportunities to Parliament.

Best practice Twitter specific content principles

1.12 Post Types

- Use a variety of post types.
- Consider the post types and see which ones you find towards the top of your data file. Focus on incorporating those types of posts.

- Text Posts: These are the most basic post types you can create. They're simply a 280-character or less Twitter message without utilizing any of the additional functionality.
 - Link Posts: Posts that contain links to your own or other websites that users can click through to visit.
 - Image Posts: Messages you've shared to Twitter that involve an image.
 - Video Posts: Video posts, including Gif posts, are becoming more popular than ever on social media.
 - Replies: Characterized by a message start with an @, these are direct replies to people who have reached out to you on Twitter. These will likely lead to more engaged users and clicks.
- 1.13 Use Visuals
- Use GIF's where appropriate (tweets with a GIF get 55% more engagement).
 - Use video when possible (tweets with a video attract 10x as much engagement).
- 1.14 Timing
- Use scheduled posts where possible.
 - If possible, a minimum 2 and maximum 8 tweets per working day, with a minimum gap of 30 minutes between tweets to avoid flooding our followers' Twitter streams. (Not counting @replies to other Twitter users, or live coverage of an event).
 - This principle will be subject to cyclical nature of parliamentary work.
- 1.15 Re-tweetable
- To make it easy for others to re-tweet our most important announcements, we will aim to restrict tweets to 272 characters. (This allows sufficient space for "RT @WALegCouncil" to be included as a prefix).
- 1.16 Timely
- Tweets are about issues of relevance today or events/opportunities coming soon.
- 1.17 Corporate
- When appropriate, include links to our website.
- 1.18 Human
- While corporate in message, the tone of our Twitter channel must therefore be informal spoken English, human-edited and – for the most part - written/paraphrased specifically for the channel.

APPENDIX 2

STAGE ONE ACTION PLAN

Action Themes	Phase 1 Action Plan
Quality Content	<ul style="list-style-type: none"> • When generating content, follow the content principles. • 'Like' other organisations as the LC page on social media platforms. Suggestions include other state Parliaments, Commonwealth Parliaments, international parliaments, non-contentious organisations and charities (Surf Life Saving, Guide Dogs WA, Perth Festival, RSL WA, Beyond Blue, ABC News etc.). • Share relevant content from other pages. • Create 'Facebook events' for public tours, hearings, promotions, exhibitions and events.
Setting High Standards	<ul style="list-style-type: none"> • Post an average of 2 new walls per week on Facebook. • Post an average of 1 tweet per day on Twitter. • Become 'verified' on Facebook and Twitter (verified accounts have a blue tick next to them and indicate that it is the official account of an institution, business or person).
More Conversation	<ul style="list-style-type: none"> • Enquire with IT in relation to including social media link buttons to our external Parliament Committee Website Pages. • Edit our 'about' section on Facebook to include our comment policy.
Improve Connection Between Internal Communication and Social Media	<ul style="list-style-type: none"> • Discuss creating a social media internal bulletin email to encourage staff to submit or suggest content to the social media managers.
Giving Feedback	<ul style="list-style-type: none"> • Generate an excel spreadsheet to record each of the measuring tools and our current status. • At the end of each week, conduct a quick 'social media audit' and record engagement using the measurement tools.

APPENDIX 3

EXAMPLE PHOTO/VIDEO RELEASE FORM

Photo and Video Consent Form⁶

- By signing this form you consent to the Legislative Council of Western Australia using and publishing your name/photograph/image/audio recording/video recording in any of its publications and materials (including written, electronic or multimedia materials) for distribution anywhere in the world, on The Parliament of Western Australia's website, for educational, promotional or reporting purposes.
- When giving your permission you should be aware that any information published on the internet is accessible to millions of users from all over the world, that it will be indexed by search engines and that it may be copied and used by any web user. This means that once the photograph is published on the Internet we will have no control over its subsequent use and disclosure.
- You also acknowledge that you are not entitled to any remuneration, royalties or any other payment from the Legislative Council of Western Australia in respect of the use by the Legislative Council of Western Australia of the photographs and/or videos.

Note: If you are under 18 years of age, your parent or guardian must fill in this section.

*Full Name: _____

*Address: _____

*Telephone: _____

*Email: _____

Signature: _____

Date: _____

*These contact details will not be published or disclosed without your consent, unless authorised or required by law.

⁶ This example has been sourced from the University of Western Australia's Photo and Video Release Form published at http://www.international.uwa.edu.au/_data/assets/pdf_file/0010/2275381/UWA-Photo-and-Video-Consent-Form-EMAIL.pdf

APPENDIX 4

COMMENT POLICY

Acceptable Use Statement

The Legislative Council of WA reserves the right to remove content that violates our Social Media Policy or any associated policy or at its absolute discretion. Materials authored or posted are subject to public disclosure. Please read our Social Media Acceptable Use statement.

Acceptable Use Statement

The Legislative Council of WA reserves the right to review and remove content that violates our Social Media Policy or any associated policy or at its absolute discretion. Please read our Social Media Acceptable Use statement.

Any interactions containing the following will constitute a breach of our policy:

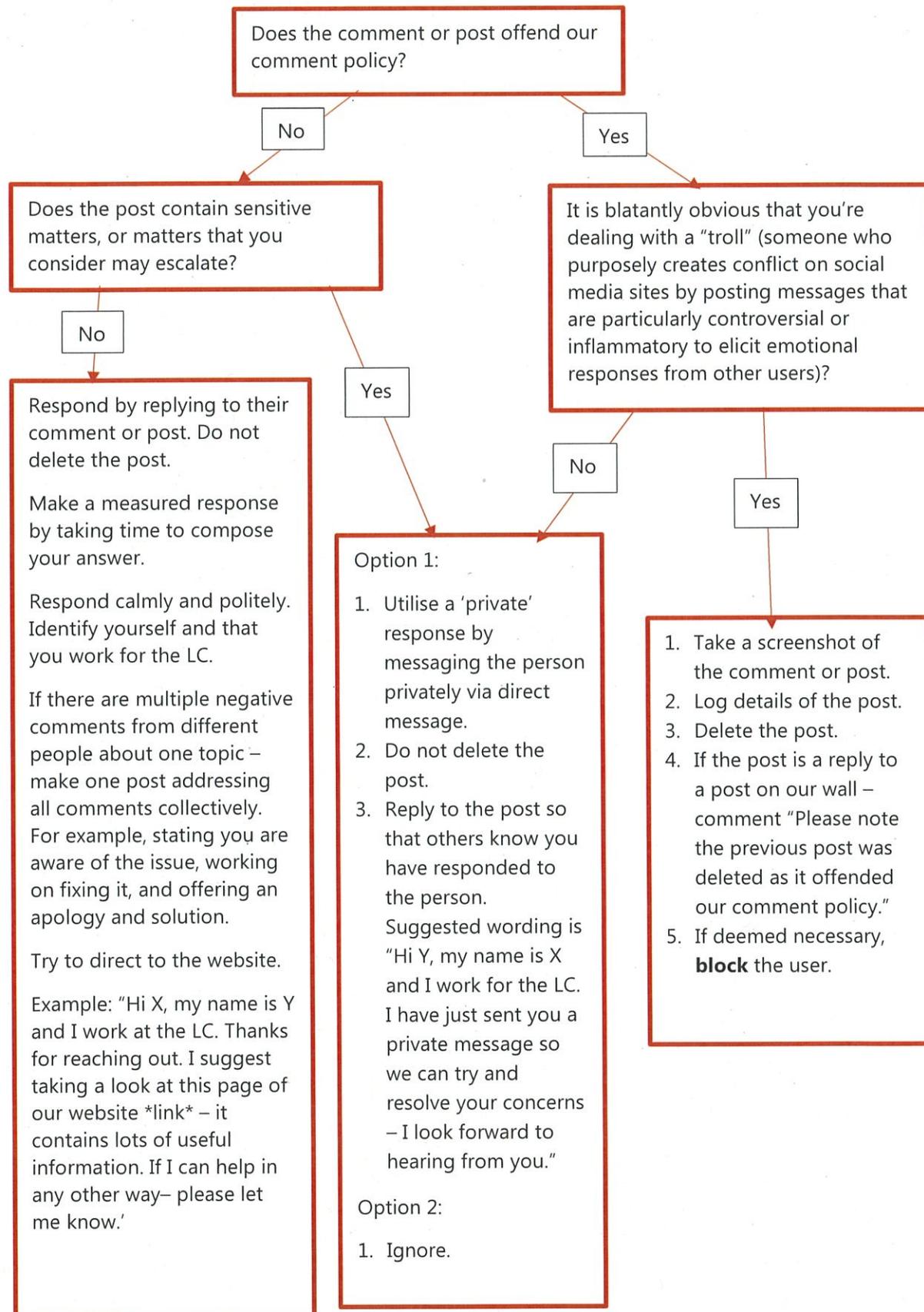
- Content that is unrelated or irrelevant to our page.
- Abusive, discriminatory, harassing or threatening language or concepts.
- Encouragement or promotion of illegal activity.
- Obscene, defamatory, offensive language or concepts.
- Spam or bulk messages/comments.
- Material that is deliberately false or misleading.
- Impersonating or falsely representing a person or brand.
- Copyright violations.
- Promotion of any political parties, commercial business or brand.

The Legislative Council of WA reserves the right to remove any content which violates this Acceptable Use Statement, the Legislative Council of WA Social Media Policy or any associated policy or at its absolute discretion.

Source: Monash City Council; Glenelg Shire Council, Victoria; Loddon Shire Council.

APPENDIX 5

RESPONDING TO COMMENTS





SOCIAL MEDIA POLICY HRP020

POLICY STATEMENT

This policy provides guidance to employees of the Parliament of Western Australia when engaging in social media. All employees are responsible for understanding this policy and their responsibilities when using social media.

WHAT IS SOCIAL MEDIA?

Social media refers to any web-based tool used for sharing information. The key difference between social media and traditional types of media is the ability for users to interact and create their own content. It may involve online communities or networks to encourage participation and engagement.

Online communication and new media tools are important communication channels that provide an opportunity to engage with the public directly. These tools can be used to inform the community about a department's services, to provide information about programs and to create avenues for two-way conversation and consultation.

Current examples of types of social media include: social networking sites (such as Facebook, Twitter and Instagram), blogging, crowd-sourcing, message boards (such as Wikipedia and LinkedIn), and media sharing websites (such as flickr and YouTube). This policy also covers any new and emerging forms of social media.

Please read this policy in conjunction with the [Code of Conduct](#) and other policies relating to the use of information technology.

EMPLOYEE'S RESPONSIBILITIES

As an employee using social media, Parliament expects you to maintain the same standards of conduct and behaviour as is expected in other work-related contexts. The Parliament's policies and *Code of Conduct* will apply in all circumstances that are covered by this Policy.

Whether you use social media for official or personal purposes, you should bear in mind that any information published online can, if unprotected, be accessed around the world within seconds. Remember that comments made via social media are permanently available and open to being republished in other media.

Always be aware of your association with the Parliament. You may attract media interest in yourself or the Parliament when participating in either an official or personal capacity. Employees must not publish, post or release any information that is considered confidential or not public. Intellectual property, (such as Parliamentary internal documents, papers, and policies), must not be shared via social media. Should you be in any doubt about what is appropriate you should check with your manager, Head of Department or Human Resources.

Official Use

You must not engage in official use of social media without the support and explicit approval of your Head of Department. If you are authorised to participate as a Parliament employee:

- You must clearly and accurately identify yourself and your role;
- Make it clear you are acting in your professional capacity; and
- Provide accurate and relevant information and perspective.

Any official use of social media must be lawful. Take due care to avoid legal risks, such as:

- Defamation;
- Racial and religious vilification;
- Breaching other people's human rights;
- Posting official or classified information or making commitments or engaging in unauthorised activities;
- Posting information that could be construed as a contempt of court or that breaches a court suppression order;
- Failing to comply with the terms and conditions of the relevant social media platform;
- Breaching Copyright by using words, images or materials that Parliament does not own or has not authorised for release; and
- Making comments that could give rise to conflicts of interest.

Personal Use

The Parliament respects your right to freedom of expression and recognises that the views and opinions you express privately are your own. You should, however, be aware and understand the potential risks and damage to the Parliament that can occur, either directly or indirectly, from your personal use of social media where the Parliament is associated with your personal use. Some points to follow to minimise this risk are:

Employees should not:

- Use their work email to register any social media accounts;
- Post material that is or may be construed as offensive, denigrating, derogatory, threatening, harassing, bullying or discriminatory towards another employee;
- Make statements that may be construed as compromising their ability to act impartially, including criticising government policies or political parties;
- Imply that they are authorised to speak as a representative of the Parliament, unless permission has been granted;
- Disclose any confidential or personal information obtained in their capacity as an employee of the Parliament;
- Publish photographs taken within Parliament House that are not authorised for release;
- Comment or post any material that might otherwise cause damage to the Parliament's reputation or bring it into disrepute.

Employees should:

- Be aware and comply with obligations under the *Code of Conduct* and other relevant policies;
- Be polite and respectful;

- Only disclose and discuss publicly available information;
- Ensure that all content published is accurate and not misleading; and
- Expressly note that the stated views are personal and are not representative of the Parliament in any way.

Always remember that you are responsible for any content you publish and consider carefully how your comments can be construed. If you express a private opinion, it must be clear that those views are your own. Be aware, however, that characterising an opinion as a private opinion does not mean that you would be immune from action under the Code of Conduct in the event that a breach of the Code is determined. Avoid making comments or sharing information in circumstances where a person reading or receiving the information might reasonably think that you are acting in a professional capacity, or that your personal views are the views of the Parliament.

Remember the nature of social media is such that information which you intend to be shared privately can very quickly become public. Think about who your audience is and understand your online privacy settings. Check who can see the information you publish and your personal information.

Identifying inappropriate use

Where you become aware of inappropriate or unlawful on-line content that relates to the Parliament or content that may otherwise have been published in breach of this policy, the situation and circumstances should be reported to your manager or Head of Department as soon as possible. Similarly, if you think you have made a mistake that can possibly call into question the Parliament’s reputation, notify your manager or Head of Department.

Policy Breach

Misuse of social media can have serious consequences for the Parliament and consequently the employee. Failure to comply with this policy may result in disciplinary action, and in more serious cases, may result in termination of your employment.

Effective from:	3 April 2014
Last Review Date:	August 2018
Next Review Date:	August 2020
Officer Responsible:	HUMAN RESOURCES OFFICER



1. INTRODUCTION

News media representatives can be nominated by their employers to cover the proceedings of Parliament. These representatives must apply for “accreditation” from the President of the Legislative Council and the Speaker of the Legislative Assembly (the Presiding Officers of Parliament). Accreditation lasts for one session of Parliament (generally four years). After each State Election, media representatives need to reapply for accreditation.

Accreditation provides limited access to Parliament House and its facilities. This access is detailed below.

The Sergeant-at-Arms (the “Sergeant”) and the Usher of the Black Rod (the “Usher”) control the Press Galleries on behalf of their respective Presiding Officers under a delegated authority.

2. TYPES OF ACCREDITATION

There are two types of accreditation for Parliament House accredited news media representatives: “Primary” or “Standard”.

2.1 Primary Parliament House Media Accreditation

News media representatives who are primarily based at Parliament House during sittings of the Parliament are eligible to apply for “Primary” Parliament House media accreditation.

Primary accreditation affords additional access to services and facilities within Parliament House, including:

- Use of the Strangers’ Lounge and Courtyard (guests are not permitted).
- Access to the building via the South Entrance during Parliament’s opening hours.
- A Parliament House parking permit for on-site parking.

Facilities at Parliament House are limited and therefore only a small number of applications for Primary accreditation can be granted. Primary accreditation applications should be made only when there is a need to replace an existing Primary accredited media representative, apart from initial applications following the State Election.

All applicants for Primary Parliament House media accreditation need to:

1. Complete the approved accreditation application form.
2. Submit the form to the President of the Press Gallery to obtain recommendation for approval.
3. Forward the form to the Sergeant or the Usher.

2.2 Standard Parliament House Media Accreditation

Standard accreditation is designed for media representatives who are not based at Parliament House, and affords limited access to areas within Parliament House.

The process for Standard accreditation is similar to that outlined for Primary accreditation, but recommendation for approval from the President of the Press Gallery is not required. The accreditation application form must be completed and submitted to the Sergeant or the Usher.



3. PROCEDURE

3.1 Approval Process

The Sergeant or the Usher will process applications for accreditation, and may consult with the President of the Press Gallery and the Presiding Officers if required.

The outcome of applications will be notified in writing to media representatives as soon as practicable. If approval is given, the media representative will be asked to attend at Parliament House, with their letter of approval and two forms of identification (one of which must include a photograph), and a National Police Clearance Certificate not more than 12 months old. The Security and Reception Services Unit will issue a Security Access Card (SAC) when the above criteria are met.

3.2 Security Access Card (SAC)

Once an accredited media representative is issued with a SAC they must carry and display it at all times while in Parliament House. SACs are strictly non-transferable. Media support staff/camera crew will be issued with a Visitors' Pass once they have been confirmed at the Main Entrance by an accredited media representative. Chiefs of Staff are asked to ensure that any SAC held by news media representatives who are no longer assigned to cover parliamentary proceedings are returned immediately.

4. ACCESS

4.1 Access to Parliament House

Parliament House is open from 8.00 am to 5.00 pm Monday to Friday on non-sitting days, and from 8.00 am until one hour after the last House adjourns on sitting days. All accredited Parliament House media representatives may enter and exit the building through any staffed entrance to Parliament House.

The Main Entrance is staffed on non-sitting days from 8.00 am to 5.00 pm, and on sitting days from 8.00 am until the last House rises. To exit the building after hours, press the button on the inside of the door.

The Legislative Council North Entrance is staffed only when the Legislative Council is sitting.

The Legislative Assembly South Entrance (from the Members' car park) is staffed only when the Legislative Assembly is sitting.

4.2 Inside Parliament House

Office accommodation provided by the Presiding Officers to the media will be allocated in accordance with resolutions of the Press Gallery Committee. Parliament House accredited media representatives:

- Are permitted, as determined by the Press Gallery Committee, to the use of rooms 2.37, 2.38 and 2.39 on the second floor in the wing to the west of the Legislative Assembly and the Legislative Council Chambers.
- Are permitted to have access to the Press Galleries of the Legislative Assembly and the Legislative Council when those Houses are sitting. Boundaries of the Press Gallery may be expanded at the discretion of the Sergeant and Usher in their respective Chambers, upon request by the President of the Press Gallery.



- Must follow the directions of the relevant Presiding Officer, Sergeant or Usher at all times.
- Can only access Members' offices when specifically invited by the Member.
- Must always observe and respect the confidential nature of private conversations and conversations between Members and groups throughout the building, and must not linger near conversations.
- Will contact Members within Parliament House by telephone, email or SMS in the first instance to arrange an interview.
- May only interview Members outside the building unless the Member has invited them into their office or meeting room.
- Will not take mobile phones or other electronic devices into the Press Galleries unless the device is muted or turned off, and will not make a call on a mobile phone while in the Press Galleries under any circumstances.
- Will not use a mobile phone, camera or other electronic device to photograph or record proceedings without the express permission of the relevant Presiding Officer.
- May not access any of the following sections of the building:
 - i. the division lobby areas of each House
 - ii. the north corridor of the Legislative Council
 - iii. the Presiding Officers' corridors (unless express permission has been granted by the respective Presiding Officer)
 - iv. the gymnasium
 - v. the Members' or Strangers' Lounge (primary accredited media may access the Strangers' Lounge)
 - vi. the Courtyard (applies to standard accreditation only)
 - vii. any area indicated by signage that it is a "Members Only" area.

4.3 Access to Committee Premises

Committee premises for the Legislative Council are located at ground floor 18–32 Parliament Place, West Perth. Committee premises for the Legislative Assembly are located at 1st Floor, 11 Harvest Terrace, West Perth (corner Hay Street).

All accredited Parliament House media representatives have access to the hearing rooms of Committee premises when open to the public.

4.4 Inside Committee Premises

Parliament House accredited media representatives:

- a) Will not conduct an interview or question a Member or witness in the premises.
- b) Will not take mobile phones or other electronic devices into Committee rooms unless the device is muted or turned off, and will not make a call on a mobile phone while in the Committee room under any circumstances.
- c) Will not use a mobile phone, camera or other electronic device to photograph or record proceedings without the express permission of the relevant Committee.
- d) Must follow the directions of the Chair of the Committee at all times.

4.5 Parking

Parking of camera support vehicles in the Members' car park is strictly prohibited.

Camera support vehicles may park in the three designated media parking bays opposite the overflow carpark, on the driveway at the south east corner of Parliament House.



Visitor parking is strictly controlled on the Southern side of the Main Entrance. In order to ensure the safety and security of all building occupants, Parliament House accredited media representatives must follow any direction or instruction given by Parliament House Security and Reception Services Unit staff.

4.6 Library

Accredited media representatives have access to certain facilities as determined by the Parliamentary Librarian.

Members and parliamentary officers have priority access to these facilities.

4.7 Meals

Meals are available to Parliament House accredited media representatives at their own expense in the Staff Cafeteria on the ground floor.

Support staff are not entitled to access the Staff Cafeteria.

5. BROADCASTING

5.1 Program Broadcast Material

Program material of all public proceedings of both Houses and Committee hearings is provided by the Reporting Services Unit and is available to media organisations. No other filming or sound recording of proceedings by the media in either House is permitted except by express permission of the Presiding Officer of the respective House. Permission to film background footage of Committee hearings must be sought from the relevant Committee.

Access to the proceedings of the Legislative Council or Legislative Assembly, and their Committees for broadcast is subject to an undertaking to comply with a number of conditions. Written acceptance of these conditions is a necessary precondition for access to program material.

5.2 Source of Recording

Broadcast and rebroadcast may occur and recordings may be made only from the official program material provided by the Reporting Services Unit.

5.3 Fair and Accurate Reporting

Program material shall be used only for the purposes of fair and accurate reports of proceedings, and must not be used for:

- political party advertising or election campaigns
- satire, ridicule or denigration
- commercial sponsorship or commercial advertising.

5.4 Balanced Reporting

Reports of proceedings shall be such as to provide a balanced presentation of differing views.

5.5 Withdrawn Remarks

Remarks which are subsequently withdrawn may be rebroadcast only if the withdrawal is



also rebroadcast.

5.6 Sale of Program Material

No program material may be sold to any person or organisation without the written permission of the President/Speaker.

5.7 Presiding Officers' Instructions

The instructions of the President of the Legislative Council or Speaker of the Legislative Assembly, regarding broadcasting, must be observed.

6. PENALTIES

Non-compliance with the conditions may incur penalties for accredited media representatives or the organisation they represent. Penalties may include the cancellation of Parliament House media accreditation and/or the withdrawal of access to program material for such time as is appropriate. If it appears that the conditions of these guidelines have been breached, the matter will be considered by the relevant Presiding Officer.

Version:	2.0
Last Review Date:	February 2018
Next Review Date:	February 2021
Manager Responsible:	Executive Manager Parliamentary Services

GUIDELINES FOR PHOTOGRAPHY AND FILMING IN PARLIAMENT HOUSE



These guidelines have been approved by the Presiding Officers for the purpose of clarifying the rules surrounding photography and filming in the shared precincts of Parliament House. Separate guidelines apply for the Chambers.

PRINCIPLES

Photography and filming are restricted in the majority of Westminster-based Parliaments, including the Parliament of Western Australia, to preserve the capacity for Members and others to conduct their parliamentary business freely.

OUTSIDE THE BUILDING

Photography and filming are permitted outside Parliament, including the steps of Parliament House and the Sunken Garden.

INSIDE PARLIAMENT HOUSE/ANNEXES

Photography and filming are not permitted in Parliament House, the Committee Offices or annexes. This includes foyers and hallways, both Chambers and their division lobbies and galleries, Members' Lounge, Strangers' Lounge, Members' Dining Room, and the courtyard (except in the designated area below), without the express approval of *both* the Presiding Officers.

The Presiding Officers may, at their discretion, allow photographs and filming to take place in the above areas under specific conditions. Generally these conditions will include the requirement that the photographs and filming shall not:

- Include persons without their approval.
- Offend against the dignity of the Parliament.
- Be used for the purposes of satire or ridicule.
- Be used for party political advertising, including election campaigns.
- Be used for commercial sponsorship or commercial advertising.

A Presiding Officer needs to specifically approve the taking of photographs and filming in his or her respective Chamber. Members, however, may have photographs or film taken of themselves, with or without guests, in their Chamber on non-sitting days without seeking permission (refer to each House's *Guidelines for Photography and Filming* for specific conditions).

Members are permitted to have photographs and film taken in their office, their party room, or a meeting room, or in front of the photographic backdrop screen located in the courtyard, without seeking permission. Please note: photography and filming in the Aboriginal Peoples' Room cannot include images of the artwork.

GENERAL

The Presiding Officers may determine specific requirements and restrictions on a case-by-case basis.

Last Review Date:	September 2018
Next Review Date:	September 2020
Officer Responsible:	Executive Manager Parliamentary Services