

# Communications Policy



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# 1. Purpose

## 1.1 Overview

The purpose of this policy is to guide Logan City Council's approach to media, communications, branding, and community engagement. It establishes a framework for consistent, transparent, and effective communication with the community, stakeholders, and media, ensuring Council's reputation is protected and enhanced, and that all communications reflect Council's values, legislative obligations, and strategic objectives.

## 1.2 Legislative context

This policy is aligned with the *Local Government Act 2009* (Qld) and the *Human Rights Act 2019* (Qld). It is also guided by Council's strategic plans and the Community Engagement Strategy. The policy ensures that all media and communications activities are lawful, ethical, and in the public interest.

# 2. Principles

Council's approach to communications is guided by the following principles:

## 2.1 Consistency

Council is committed to ensuring that all media and communications activities present a unified and professional image of Logan City Council. This means applying approved branding, style, and messaging guidelines across all platforms and channels. By maintaining consistency in language, visual identity, and tone, Council strengthens public trust, reinforces its reputation, and ensures that information is clear and recognisable to the community and stakeholders.

## 2.2 Inclusivity

Council values the diversity of the Logan community and strives wherever possible to make all communications accessible, culturally respectful, and relevant to all audiences. Council aims to make communications inclusive by using plain language and accessible formats for people of

all backgrounds, abilities, and ages. Council seeks to engage with underrepresented groups and endeavours to provide opportunities for people to be informed, participate, and share their views on matters that affect them.

## 2.3 Responsiveness

Council recognises the importance of timely and effective communication with the community, stakeholders, and media. Council is committed to providing accurate information, responding promptly to enquiries and feedback, and adapting its communications to meet emerging needs or issues. By being responsive, Council demonstrates accountability, builds stronger relationships with the community, and ensures that its communications remain relevant and effective in a rapidly changing environment.

# 3. Our Approach to Communications

## 3.1 Branding and Attribution

Council is committed to maintaining a strong and consistent brand identity across all media and communications. Branding and attribution guidelines are set by Council to ensure that Council is appropriately recognised for its contributions, and that there is no perceived conflict of interest or personal benefit to Councillors or staff.

Branding requirements apply to all Council assets, including buildings, vehicles, public amenities, signage, plaques, uniforms, printed material, digital platforms, promotional material and capital items, and are specified by the Corporate Communications branch. Signage managed by Councillors is governed by the Councillor Facilities and Expenses Policy, which outlines approval and management processes for such signage. Co-branding with external organisations is permitted where appropriate, where approval from the General Manager Corporate Communications or delegate has been obtained and, provided branding is equal and minimalist in nature.

There are no circumstances where it is appropriate to mention an internal source of Council funding or the allocation of a Council asset to an area or division, in replace of this, the words “*Proudly supported by Logan City Council/the City of Logan*” are to be used.

### **3.2 Use of Council Logos and Branding**

Council’s logo and branding are key elements of its identity and authority. The use of Council logos is governed by strict guidelines to ensure consistency and protect the integrity of the brand.

Council’s logo may be used by approved organisations and sporting groups to acknowledge Council funding or partnership. Approval must be obtained from the General Manager Corporate Communications or delegate, and all brand guidelines must be met.

All uses of the logo must maintain high standards and adhere to the original format. Decisions regarding logo use are made in accordance with the Use of Council Logos and Branding Procedure and Corporate Style guide. The Corporate Communications branch is responsible for specifying and approving brand requirements.

### **3.3 Media Engagement**

Council is committed to effective and efficient management of its interactions with the media. All media engagement, enquiries and media releases are managed by the Corporate Communications branch in accordance with the Media Engagement Procedure. This ensures Council’s profile and reputation are protected, and that information provided to the media is accurate, timely, and consistent with approved policy and corporate decisions.

### **3.4 Community Engagement**

Council values open and honest engagement with the community and is committed to involving residents in decision-making processes that affect them. Community engagement activities are coordinated and integrated across all areas of Council, following the guiding principles of integrity, inclusion, deliberation, and influence.

Council will ensure the community is well-informed about major issues, plans, and projects, and will provide opportunities for consultation and feedback. Engagement activities will comply with relevant legislation, will follow the principles from the International Association for Public Participation and Council’s Community Engagement Plan and its associated procedures. All Council community engagement activities, including internal and external surveys and surveys conducted by external consultants, must be coordinated or approved by Council’s Corporate Communications branch.

### **3.5 Advertising**

Council accepts paid advertising from internal and external parties for its publications, electronic media, social media, signage, and digital platforms, provided the content is appropriate and in the public interest. Council reserves the right to reject or refuse any advertising not considered suitable for Council-produced materials. All advertising must comply with Council’s relevant procedures and be approved by the Corporate Communications branch.

### **3.6 Social Media**

Council recognises the value of social media as a tool for communication and engagement with the community. Corporate Communications maintains exclusive control over all corporate social media accounts, which are administered by authorised staff under the approval and direction of the General Manager Corporate Communications. The creation, use and closure of any corporate social media account must be approved by both the General Manager Corporate Communications and the Executive General Manager, People and Engagement.

All content published on Council’s social media accounts must be accurate, accessible, and not contain any electioneering material or political advocacy. Council will monitor and moderate community interactions to ensure a safe and positive environment, removing content that is inappropriate, offensive, or in breach of policy.

Employees and contractors must not use Council logos or branding on personal social media accounts and must not imply Council endorsement of personal views. Elected officials manage their own social media, and Council has no role in the creation or management of these platforms.

## 4. Definitions

**Brand:** Words and/or logo used to refer to a name, term, design, symbol, colour, or any feature that directly identifies Council.

**Community Engagement:** Involving the public in processes that affect them and their community.

**Corporate Social Media Accounts:** All social media accounts, platforms, and pages managed by Council and approved by the General Manager Corporate Communications.

**Media:** All print, broadcast, and digital media platforms, including newspapers, TV, radio, blogs, and online news sites.

**Advertising:** Promoting, for the payment of a fee, an idea, goods, or services to the public.

**Personal Social Media Accounts:** Social media accounts used predominantly for private use.

# 5. Document Control

| Version Control | File Number | Document Number | Council Min No. | Description of Change          | Effective Date |
|-----------------|-------------|-----------------|-----------------|--------------------------------|----------------|
| 1.0             | 1473113-1   | 19324155        | 27/2026         | New policy adopted by Council. | 10/04/2026     |