

Administrative Policies and Directives

Section: Corporate Communications

Policy No.:

Topic: Social Media

Issue Date: July 24, 2012

Date of Last Revision: New

Approval: City Manager

Purpose:

To identify responsibilities for the authorization, establishment and administration of corporate social media sites.

Application:

This Policy applies to all City of London employees who are authorized to act as Social Media Moderators as well as individuals contracted by the City of London on a “purchase of service” agreement who may be using Social Media sites on behalf of the City. This Policy applies to usage during and outside work hours.

Definitions:

MFIPPA - Municipal Freedom of Information and Protection of Privacy Act

Records means information however recorded or stored, whether in printed form, on film, by electronic means or otherwise, and includes documents, financial statements, minutes, accounts, correspondence, memoranda, plans, maps, drawings, photographs, and films.

Social Media Moderators are employees within the Corporation who have been appointed to speak on behalf of the City through updating the content on the City’s Social Media sites and pages.

Transitory Records are records including e-mail, voice mail, text messages that have temporary usefulness and are not required to meet statutory obligations, set policy, establish guidelines or procedures, certify a transaction, become a receipt or provide evidence of a legal, financial, operational, or other decisions of the municipality.



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Social Media Management Responsibility:

Corporate Communications will serve as the centralized resource for the oversight and use of Social Media tools and sites for City of London business, as well as for the creation and maintenance of content on those sites.

The City uses a series of corporate accounts using various Social Media tools. Final approval for the use of existing or new social media and/or accounts on Social Media sites already in use by the City will be the responsibility of Director of Corporate Communications.

Social Media Moderator Responsibilities:

City employees who participate in social media communication as Social Media Moderators on behalf of the Corporation must do so in accordance with the following employee expectations and responsibilities:

1. Use of an employee's City e-mail address, communicating in an official capacity, or discussing City business – on corporate Social Media sites will constitute conducting City business.
2. Social Media Moderators shall at all times conduct themselves in a positive, professional, honest, ethical, and fair manner in accordance with this Policy and related policies.
3. Social Media Moderators are expected, at all times, to conduct themselves in the best interests of the Corporation.
4. Corporate responses to online postings, blogs, and discussion forums about City-related business will be co-ordinated through Corporate Communications.

Social Media Moderators who fail to comply with this Policy may be subject to corrective action or disciplinary action which may include, but is not limited to, the following: an apology, coaching or counselling, education or training, warning, suspension, or leave without pay, demotion, transfer or termination of employment. In addition, depending on the nature of the policy violation or the Terms of Use of the Social Media site or website, participants may also be subject to civil and/or criminal penalties.

Site Administration:

The use of all Social Media sites by the City will adhere to:

- a. Applicable provincial and federal laws, regulations;
- b. The Terms of Service of each Social Media site;
- c. All applicable Corporation policies, guidelines, and by-laws including, but not limited to, applicable Administrative, Human Resources policies, Information Security policies, and Records Management policies and by-laws.

All new and existing Social Media tools being used to conduct City business will be established and administered by a Social Media Moderator as designated by Corporate Communications.



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Inappropriate Content:

Inappropriate content, as determined by the Corporation, is not allowed to be posted on the City's Social Media sites. The Corporation's Workplace Harassment/Discrimination Prevention Policy, Code of Conduct for Employees, Use of Technology Policy and Workplace Violence Prevention policy provide numerous examples of inappropriate content that must be removed if posted.

Protocols:

The Social Media Moderator will review Social Media sites regularly to ensure that all content is in compliance with the policy guidelines. Any content that is deemed inappropriate or does not adhere to the Social Media policy must be immediately brought to the attention of Corporate Communications.

Each Social Media site maintained by the City shall contain a link to a disclaimer that states: "The City is not responsible for content posted by other users" as well as a link to the City's Terms of Use regarding site content which provide that "Information that is not in compliance with those rules or with applicable law will be removed solely at the City's discretion."

Records Management and Retention:

Social Media posts on Social Media sites moderated by the City may only be destroyed in accordance with the Records Retention By-law which states that posts are considered to be Transitory Records of the City and may be deleted/purged from the website as soon as they are no longer needed.

The Corporation's Social Media Moderators will be responsible for ensuring that applicable content is retained for the appropriate period of time under the Corporation's Records Retention By-law.

Privacy:

Posts containing Personal Information must be in compliance with:

- a. The requirements for the collection of Personal Information under MFIPPA;
- b. The requirements for use and disclosure of Personal Information under MFIPPA;
- c. The requirements for securing Personal Information under MFIPPA.



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Related Policies:

Workplace Harassment/Discrimination Prevention Policy
Code of Conduct for Employees
Workplace Violence Prevention policy
Use of Technology Policy
TSD Information Security Policy
Social Media Moderator Guidelines

