

Use of Social Media

Clerk Services

Applies to: All staff and
Committee/Board
members/Council



POLICY NUMBER:

Effective date:
March 21, 2016

Policy Statement

The Town of Collingwood is committed to communicating and engaging with residents, visitors, and stakeholders in a variety of ways that work best for all users, including social media.

1. DEFINITIONS

Follow means to subscribe to a social media account of another user and receive their posts as updates.

Political Material means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain.

Social media means the web-based technologies and sites (often called Web 2.0) and includes blogging, microblogging (Twitter), photosharing (Flickr), video sharing (YouTube), webcasting (Blogtv), and networking (Linkedin, Facebook, wikis, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.

Social Media Moderator means Town of Collingwood staff and representatives tasked with posting and reviewing content on Corporate Social Media sites.

Town of Collingwood Social Media sites means social media sites created and managed by Town staff and representatives. For an up-to-date list, visit www.collingwood.ca/social-media.

2. PURPOSE

The Town of Collingwood is committed to using social media for the purposes of sharing information resources with our community and visitors, and for engaging with residents, visitors, and community stakeholders.

3. SCOPE

This Social Media Policy applies to all Town of Collingwood staff members and Committee/Board members participating on all Town of Collinwood owned social media sites. The participation in social media by employees and Committee/Board members acting in an official municipal capacity should be viewed in the same way as participating in other media or public forums.

4. PROCEDURES

a) Creating a Town Social Media Site

- Employees and committee/board members wishing to use social media sites should work with the Communications Officer to discuss specific goals and objectives.
- Employees must have approval from the Communications Officer, prior to establishing a social media page on behalf of the Town of Collingwood;
- Login and password information will be provided to the Communications Officer.

b) Administering Town Social Media Sites

- All Town-owned social media sites are administered by Town employees.
- When a Social Media Moderator leaves the Town, all passwords should be changed for those Town-owned social media sites to which they had access.
- An appropriate disclaimer or other terms and conditions, as approved by the Clerk's Department, must be posted to the Town's Social Media webpage, which should be accessible from each Town social media site.
- Content of Town of Collingwood Social Media sites will be monitored by social media moderators who are responsible for:
 - Correcting misinformation and ensuring content is up-to-date;
 - Ensuring responses to wall posts, in-box messages and discussion comments are made in a timely manner;
 - Removing any post that is considered to be false, defamatory, abusive, hateful, obscene, racist, sexually-oriented, threatening, discriminatory, or invasive of someone else's privacy;
 - Denying access to or blocking users who continue to post inappropriate or offensive comments.

c) Internal/External Content Standards

- Comments, posts, and messages are welcome on municipal social media sites provided they do not contain:

- Obscene, racist, or otherwise discriminatory content;
- Personal attacks, insults, or threatening language;
- Plagiarized material or copyrighted material;
- Confidential information published without prior consent.
- Promotion of political candidates or other political material.
- All municipal social media sites or pages within existing social media services will be required to link to the Town's Social Media page which will contain the following terms and conditions:
 - All posts are monitored by municipal staff who may delete any message. If a submission violates guidelines, or is in any other way inappropriate, the submission will be removed in its entirety from the site. If a user continues to post messages that violate the guidelines, the user may be blocked from using the site. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the municipality.

d) Employee Use of Social Media

- Employees and committee/board members must ensure that privacy, confidentiality, copyright and data protection laws are adhered to, and must not make comments that are considered defamatory or libelous;
- As a representative of the Town of Collingwood, it is expected that any time a public statement is made regarding the Town (including on personal social media accounts), that the individual making the statement would be held to the same standards of professionalism that they would be at work.
- Employees who are deemed to be in violation of this policy will be subject to discipline as per the applicable Human Resource Policies, including the *Code of Ethical Conduct* and the *Responsible Use of Information Services* policies, but also:
 - Proper Use of E-Mail and Internet Access
 - Employee Confidentiality
 - Protection of Personal Information
 - Behaviour and Conduct in the Workplace
 - Discrimination and Harassment-Free Workplace
 - Progressive Discipline
- Enforcement of these policies will be as per the process outlined in each policy.

e) Council / Committee/Board Members and Social Media

- Members of Council are welcomed and encouraged to participate in social media, through their own accounts, while respecting the Council Code of Conduct. Members of Council are encouraged to follow the official Town sites and to share content.
- The Town of Collingwood Social Media Sites will follow any current Member of Council's social media accounts, which are used to promote municipal and community information. (i.e. strictly personal accounts will not be followed). All accounts owned by Members of Council will be un-followed, and no further material will be shared on Corporate Social Media sites as of the start of nomination period for any municipal elections or by-elections.
- If any accounts belonging to non-incumbent candidates are being followed, they will also be un-followed and no further material will be shared on Corporate Social Media sites as of the date that they file nomination papers.
- Any violations of the Code of Conduct by Council / Committee/Board Members will be dealt with according to the resolution process outlined in the Code.