



Policy Title	Policy No.
Social Media Policy	2014-01
Resolution No.	Department
229/14	Administration & Finance
Effective Date	Replaces
September 11, 2014	New

A. Purpose:

1. The Town strives to provide open access to information about its policies, services, and initiatives. The Town recognizes that Social Media applications are widely being utilized as communication tools with the potential to provide the public with timely information.
2. This policy establishes guidelines for the use of the Social Media applications specifically so that the disbursement of timely and accurate information is balanced with the Town’s need to ensure that:
 - a. The use of Social Media tools do not compromise public safety or the Town’s image;
 - b. Social Media content does not violate individual privacy or conflict with existing municipal policies and bylaws or other regulations as applicable;
 - c. Social Media content posted on behalf of the Town is accurate, accessible, transparent and accountable.

B. Definitions:

1. **Town** shall mean the Town of Fort Qu’Appelle, its employees, or its duly authorized representatives.
2. **Chief Administrative Officer** shall mean the Administrator as appointed by Council in accordance with *The Municipalities Act*.
3. **Social Media** shall mean interactive platforms via the internet which individuals and communities create and share user-generated content.
4. **Social Media Users** shall mean a person who subscribes to or is a member of a Town Social Media platform, and includes persons that may share content from time to time.

C. Establishment of Social Media Accounts:

1. The establishment and use of Town Social Media sites are subject to approval by the Chief Administrative Officer.
2. The Town shall be identified in a clear and consistent manner on all Town managed Social Media platforms.
3. Profile images on each Town managed Social Media platform shall contain the Town logo.
4. Copyrights shall be respected; text, images, or video created by non-employees without

proper attribution and/or authorization shall not be shared.

5. Each Social Media platform must include a link to the Social Media Policy on the Town's website.
6. All Social Media platforms shall clearly indicate that it is maintained by the Town and shall contain the Town's contact information.
7. The Town shall update and monitor Social Media accounts during office hours. As customer service is a priority, the Town shall attempt to respond to all inquiries via Social Media in a timely manner during office hours; however, it is encouraged that those wishing to obtain official correspondence from the Town do so by contacting the Town Office by telephone, mail or fax. The Town shall assume no responsibility for lack of service due to Social Media platform-related downtime or issues.

D. Roles & Responsibilities:

1. The Chief Administrative Officer or their designate shall maintain and monitor the approved Social Media platforms.
2. The Chief Administrative Officer or their designate shall work collaboratively with municipal staff to ensure that information shared on the Town's Social Media platforms regarding Town policies, programs, services, events and initiatives is accurate, easy to understand and accessible in multiple formats.
3. The following information shall be permitted to be posted on the Town's Social Media platforms:
 - a. Information pertaining to Town business and Town sponsored events and activities;
 - b. Information pertaining to the Town's Recreation & Parks Department;
 - c. Information pertaining to public health and safety (such as, road closures, inclement weather, etc.).
4. Employees assigned to engage on a Town Social Media platform must only do so:
 - a. not in response to being mentioned in a post, but when content shared will prove to be a benefit to the Town;
 - b. not to win an argument, but to ensure that the Town is actively engaging in relevant topics within the Town's scope of responsibility;
 - c. when content shared will prove to contain informative or helpful information, and will act to ensure that facts being shared are correct.
5. The Town's website will remain the Town's primary and predominant internet presence for in-depth information, forms and online documents. Where applicable, all Town Social Media platforms shall direct Social Media Users back to the appropriate section of the Town's website.
6. The Town is not responsible for comments made by Social Media Users and reserves the right to remove any content that is unacceptable at any time. Third-party Social Media platforms are private businesses with their own terms of service and privacy policies. The Town does not accept any responsibility for the operation of third-party Social Media platforms and is unable to guarantee the privacy of individuals who access content provided to such sites by the Town.

E. Removal of Content:

1. The Chief Administrative Officer or their designate shall monitor the Town's Social Media Platforms and will intervene to remove content that is deemed unsuitable.
2. The Town reserves the right to, without notice, edit, remove, or refuse unsuitable content. At the discretion of the Chief Administrative Officer, content may be deemed unsuitable if it includes:
 - a. Commercial endorsement or solicitation including endorsement by the Town of one product or service over another, as well as statements requiring or requesting receipt of any product, service or assets for personal gain or use, but does not include the promotion of commercial services or products of significant Town sponsors, affiliations, or business partnerships;
 - b. Personal political content including support of, or opposition of, political campaigns or matters before Town Council, personal comments or opinions about Town staff and/or elected officials as well as personal views about the municipal political process;
 - c. Confidential information including classified-as-confidential or proprietary records in the possession of the Town, as well as information about members of the public, municipal staff and elected officials;
 - d. Objectionable material including matter which may contain, but is not limited to, material promoting hate and/or violence, materials of pornographic, profane or sexually explicit nature. It also includes text that links to sexual or sexually explicit content, content that encourages illegal activity or contains information that may compromise the safety and security of the public or public systems or postings which violate a legal ownership interest of any party including interest in copyright and other intellectual property;
 - e. Discriminatory language presenting a discriminatory, demeaning or derogatory portrayal of individuals or groups or contains anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence. This also includes language that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, family status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation.
3. Any content removed by the Town based on these guidelines must be retained wherever practical, including the time, date and identity of the Social Media User when available.
4. As the Town's Social Media platforms will be open to the public, instances of abuse via the sharing of unsuitable content may occur. At the discretion of the Chief Administrative Officer, any user that has been found to have created a total of five (5) posts containing unsuitable content may be banned or blocked.

F. Town Representation & Personal Usage:

1. This policy does not intend to discourage or limit personal expression on Social Media platforms. However employees should recognise the potential for damage to the Town either directly or indirectly via the employee's personal use of Social Media when a person can be identified as an employee of the Town. Accordingly, employees should comply with this policy to ensure that the risk of such damage is minimised. Employees

are personally responsible for the content they publish in a personal capacity on any form of Social Media platform. Employees are cautioned that all participation in Social Media should be considered public communications and may be subject to disclosure in a legal process.

2. Employees engaging in the use of their personal Social Media platforms must:
 - a. Only disclose and discuss information relating to the Town that is publicly available;
 - b. Not imply that they are authorized to speak as a representative of the Town;
 - c. Not use or disclose any confidential information obtained in their capacity as an employee/contractor;
 - d. Not use their Town email address or any logos or branding elements that may give the impression of official Town support or endorsement.

G. Disciplinary Action:

1. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

Mayor

Chief Administrative Officer