

South Glengarry				POLICY	
Policy Number:	04-2019	Review Frequency:	Every 5 Years		
Approved By:	Council of the Township of South Glengarry	Date Approved:			
		Revision Date:			
Subject:	Social Media Policy				

1. POLICY PURPOSE

- 1.1. The Township of South Glengarry encourages the use of social media to further the goals of the Township and the mission of its departments.
- 1.2. The Township is committed to using social media for the purpose of promoting Township objectives, initiatives, programs and news through professional and strategic communications.
- 1.3. The Township of South Glengarry recognizes that the Township’s website, www.southglengarry.com, will remain the Township’s primary Internet presence; however, the Township acknowledges that social media is also needed to assist online audiences to visit the Township’s website for further information.

This policy serves to:

- 1.4. Protect the Township of South Glengarry’s reputation and ensure consistency and professionalism with how the Township communicates with the public via social media;
- 1.5. Establish protocols, criteria and courses of action for:
 - o Appropriate monitoring and administration of the Township’s social media pages;
 - o Determining/adopting new social media pages/accounts for the Township;
 - o Providing timely, effective and accurate information and responses;
 - o Establishing a mechanism to address controversial or sensitive matters;
- 1.6. Provide Township employees, Council and the public with an understanding of the policies and procedures surrounding the acceptable use of social media pages as they relate to the Township of South Glengarry.

2. POLICY ADMINISTRATION

2.1. The policy will be administered by the Clerk. The policy applies to all Township of South Glengarry staff and members of Council.

3. DEFINITIONS

3.1. **Online Communications:** Refers to the communications of information through the internet for any purpose (i.e. information sharing, marketing, engagement).

3.2. **Official Record:** Anything which is created in the regular course of conducting Township business and which documents the business of the Township, regardless of format.

3.3. **Official Township Social Media Page:** Social Media pages established and maintained by the Corporation of the Township of South Glengarry.

3.4. **Public Statement:** A declaration made by a Township employee or representative in any public forum, which relates to the Township of South Glengarry, its employees and/or its business. This includes statements made in blogs, online forums or discussions, social networking pages, and elsewhere in the public record.

3.5. **Social Media Content:** Content that is planned and developed by the Township's departments and posted or intended to be posted on Township social media pages.

3.6. **Social Media Moderator and Contributors (Designated Employee(s)):** Township staff tasked with posting, updating, monitoring and reviewing content on corporate social media pages.

3.7. **Township of South Glengarry Social Media:** Official social media pages created and managed by Township staff.

Other social media pages/accounts that have "South Glengarry" in its page name or reference the Township are NOT official, Township-administered pages. The posts and/or discussions on these pages do not reflect the views or corporate identity of the Township of South Glengarry.

4. SITE ADMINISTRATION

4.1. The Township's official social media pages will be consistently monitored during regular business hours - Monday to Friday, 8:30 am to 4:00 pm.

4.2. The Township will make every effort to respond to concerns and questions on its social media pages. Township staff will aim to address inquiries within 3 business days (excluding holidays and weekend). This turnaround time may be impacted by staff availability and resources.

4.3. The Township's Clerk is responsible for the management of Corporate Communications and will serve as a centralized resource for the oversight of the Township's social media pages.

4.4. It is the responsibility of all Township departments to provide content to the designated employee(s) on service interruptions, events, resources or updates pertaining to their department for posting to social media pages.

5. SITE GOALS

5.1. The primary goals for the Township of South Glengarry official social media pages are as follows:

- Increase awareness of municipal services;
- Enhance existing corporate communication methods;
- Distribute time-sensitive information quickly;
- Correct misinformation;
- Utilize social media tracking/analytical tools to better evaluate the Township's communications and marketing efforts;
- Ensure that posts remain professional and pertinent to the Township's corporate identity;
- Ensure responses to messages are made in a timely manner;
- Use social media to lead online traffic to the Township website for more information.

6. ESTABLISHMENT OF NEW ACCOUNTS

6.1. Township employees wishing to create additional social media accounts shall suggest the idea to the designated employee(s) or the designated employee(s) shall initiate the proposal for a new social media page his/herself;

6.2. Criteria for adopting new social media pages will include, but not be limited to, research that:

- Demonstrates the need for the specific page;
- Identifies appropriate staff resources that would be required to establish and maintain the new page;

6.3. The Clerk shall make a final decision regarding proposals for new social media pages, or refer the proposal onto council for further decision.

7. SITE CONTENT

7.1. Where possible, all social media pages shall:

- Have the Township's logo and/or contact information;
- Refer to the Township's website.

7.2. The Township invites members of the public to comment, share and discuss, while treating each other with respect.

7.3. Content posted to the Township's corporate social media pages shall be related to Township business or events and shall be posted at the discretion of the designated employee(s).

7.4. The Township will not tolerate inappropriate posts or comments that include, but are not limited to:

- Profane or inappropriate language or content and sarcastic or disrespectful comments;
- Personal attacks on an individual or a specific group;
- Discriminatory content;
- Content considered to be disrespectful or insulting to Township staff or representatives, political rants or attacks on the Township of South Glengarry;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Content related to any industries or businesses or related to sales, advertising or promotion falling outside of the boundaries of the Township of South Glengarry;
- Promotion or opposition to a candidate for municipal, provincial or federal election;
- Information that may compromise the safety or security of the public or public systems;
- Information that discloses personal information as protected in the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).
- Plagiarized or copyrighted material;
- Accusations or messages that impersonate or misrepresent someone;
- Any other content that is believed to be inappropriate.

7.5. The Township reserves the right to remove any content that is posted for any reason or at any time.

7.6. If a member of the public believes a submission on any Township social media violates the policy, they may report it immediately to the designated

employee(s). Any content that is deemed inappropriate will immediately be dealt with and if an issue arises will be brought to the attention of the CAO.

8. USE OF PHOTOS/VIDEOS

8.1. The Township of South Glengarry reserves the right to use photos and/or videos from any Township of South Glengarry public functions on its social media pages.

8.2. In a case where a photo includes an identifiable person under the age of 18, the Township of South Glengarry photo release form must be obtained and signed by a parent or guardian for all images before posting on the Township's social media pages.

9. PUBLIC POSTS

9.1. Members of the public wishing to have content posted to the Township's social media must send a request via email to the designated employee(s). For the request to be approved for posting, the submission must:

- Normally occur within the boundaries of the Township of South Glengarry or be deemed relevant information to residents of the Township of South Glengarry;
- Be open to the public.

9.2. The post must also include one of the following characteristics:

- Funded in full, in part or sponsored by the Township of South Glengarry;
- Organized or funded by another level of government;
- Organized by a government-funded agency or board;
- Organized by a registered charitable organization operating within the Township of South Glengarry;
- Organized by a service club operating within the Township of South Glengarry;
- Is a commercial or for profit business located in the Township of South Glengarry.

10. USE OF SOCIAL MEDIA BY EMPLOYEES AND MEMBERS OF COUNCIL

10.1. Any Township employee or Council member engaged in online interaction on the Township's social media pages or any online conversation that involves information about the Township on a private page is also required to meet a social media standard that mandates:

- Communications on the Township's behalf should be based on current, accurate, complete and relevant data. The Township will take all

reasonable steps to assure the validity of information communicated via any social media, but it is the employee/Councillor's responsibility to ensure accuracy in the first instance;

- Online postings do not reveal any confidential information. If there are questions about what is considered confidential, employees and Council members should check with the Township's Clerk;
- Social media and other types of online content sometimes generate media attention or legal questions. Employees and Council members should refer official media inquiries or questions/comments concerning legal matters to the Clerk (as head of Corporate Communications) and Mayor (as head of Council) for follow up and response;
- If employees encounter a situation while using Township social media that threaten to become hostile, employees should disengage from the conversation and notify the Clerk;
- Ensure that privacy, confidentiality, copyright and data protection laws are adhered to, and must not make comments that are considered defamatory or libelous;
- Employees/Council members shall not discuss the Township or any of its employees/Council members in a negative way through personal social media pages;
- Employees/Council members shall not share or disclose on social media personal or confidential information about other employees, Council members or members of the public or confidential information as it relates to their duties as a Township employee;
- The designated employee(s) will respond directly to online comments and inquiries that are generated by the public. If the designated employee(s) does not know the answer, he/she will consult with his/her Manager or relevant coworkers to confirm the information for a response;
- Only the designated employee(s) will have administrative access to any Township social media pages.
- Other Township policies, i.e. Human Resources and Harassment in the workplace, shall be followed while communicating online.

11. SOCIAL MEDIA DISCLAIMER

- 11.1. A link between the Township's social media pages and any other website does not imply an endorsement or sponsorship by the Township of that website, or the creator of that website;
- 11.2. The Township does not guarantee users' privacy on a third party social networking websites, as users are subject to the term and conditions of the specific application on that website;
- 11.3. The Township will not be responsible for losses or damages suffered from using third party social media or websites. Users participate at their own risk, and in doing so accept that they have no right of action against the Township related to such use;
- 11.4. The Township may monitor online content for factuality and appropriateness and will make all reasonable efforts to ensure that the content posted is accurate at the time of posting. However, accuracy and timeliness are not guaranteed and may not be reliable; as such, users acknowledge that the Township makes no such guarantees;
- 11.5. The Township is not responsible for the authenticity or suitability of content posted to its social media by members of the public. A comment posted by a member of the public on any Township social media is the opinion of the poster only, and does not imply endorsement of, or agreement by the Township of South Glengarry, nor do such comments necessarily reflect the opinions or policies of the Township of South Glengarry;
- 11.6. By using the Township's social media pages, users acknowledge and consent that their comments or messages may become part of the public record and used in official Township of South Glengarry documentation. It is at the Township's sole discretion which comments will be archived or used;
- 11.7. In the event of a discrepancy between the information contained on the Township's social media or corporate website, the information contained on the Township's corporate website shall be deemed accurate.

