

The Corporation of the Township of Huron-Kinloss



# BY-LAW

2012-117

## BEING A BY-LAW TO ADOPT A SOCIAL MEDIA POLICY FOR THE TOWNSHIP OF HURON-KINLOSS

**WHEREAS** the Council of the Corporation of the Township of Huron-Kinloss deems it expedient to establish policies;

**AND WHEREAS** the Municipal Act S.O. 2001, c25, Section 5(3), as amended, provides that a municipal power, including a municipality's capacity rights, powers and privileges under section 9, shall be exercised by by-law;

**NOW THEREFORE** the Council of the Township of Huron-Kinloss enacts as follows:

- 1.0 The Corporation of the Township of Huron-Kinloss hereby adopts a Social Media Policy as contained in the attached Schedule "A" to this by-law.
- 2.0 This By-Law shall come into full force and effect upon its final passage.
- 3.0 This By-law may be cited as the "Adopt Social Media Policy By-Law".

**READ** a **FIRST**, **SECOND** and **THIRD** time and **FINALLY** passed this 19<sup>th</sup> day of November, 2012.

Original Signed by  
Mitch Twolan

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Mayor

Original Signed by  
Sonya Watson

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Clerk



Section: 5.0 General  
Policy: Social Media  
By-Law: 2012-117

Date: November 5<sup>th</sup>, 2012  
Pages: 4  
Revision:

**Coverage:** This policy applies to all the Corporation's employees and elected officials. For the purposes of this policy, "employees" means both employees and elected officials. Employees have access to social media platforms upon approval.

**Policy Statement:** The Township promotes the openness, transparency and accountability of its work and business and uses various tools to share information and communicate with the public, stakeholders, partners and the media. A social media platform offers another tool with which to deliver public information and customer service to constituents and gives citizens another means to interact with their government.

**Legislative Authority:** N/A

**Contents:** This policy relates to the use of social media tools, in particular Facebook.

**Purpose:**

- To disseminate time-sensitive information as quickly as possible (i.e., emergency information);
- As a marketing or promotional tool which increases the Township's ability to deliver its messages to the widest possible audience;
- To increase credibility and consistency by providing a single corporate account;
- Provide brief, but informative posts that direct users to the Municipal website for more detailed information;
- To post the right number of items so that followers are not inundated with new posts.

**Responsibility:**

The Administrator or delegate will be responsible for establishing and administering all new and existing social media tools being used to conduct Township of Huron-Kinloss business.

Department Heads will be responsible for the accuracy and relevancy of any information forwarded for posting to the site.

#### Standards:

The use of all social networking sites by the Township of Huron-Kinloss will adhere to:

- Applicable provincial and federal laws, regulations and policies, e.g., the Municipal Freedom for Information and Protection of Privacy Act, the Municipal Act, copyright laws, Occupational Health and Safety Act (harassment free workplace), etc.;
- The Terms of Service of the social networking site; and
- All relevant Township of Huron-Kinloss Policies and Procedures, including but not limited to:
  - Email, Internet & Intranet Policy
  - Workplace Harassment & Violence Policy

#### Content:

All content must meet the Township's principles. Inappropriate posts will be removed immediately (see Disclaimer).

- Information will be updated regularly, but at least once per week.
- A system to monitor the site will be put in place, with a commitment to monitor at least once per day.
- A link to the Township's official website will be included on the social media site.
- All information posted to the social media platform should also be available on the Township's website.
- Whenever possible, content or messages posted to the social media site should include a link directing users back to the Township's website for more information.
- Content should avoid the use of abbreviations, jargon, acronyms or slang.
- Although social media sites tend to be less formal than other internet sites, postings will be conducted as any other business communication. Approved names, official titles, and the official Township logo in the header/main page will be used whenever possible.
- If commenting or discussions boards are enabled, the following guidelines must be followed:

- The comments or discussions must be monitored to ensure content posted by outside users is appropriate.
- Inappropriate content must be reported immediately to the Administrator who will authorize the removal of the inappropriate post.
- Content that generates negative feedback from the public, or feedback that is sensitive or controversial in nature, will be reviewed by the Administrator to determine the appropriate course of action.
- A disclaimer will be posted to the site regarding public records, external links, advertisements and inappropriate posts.

Appropriate Use:

- Posts to a social media platform are considered an extension of the Township's information networks and are governed by applicable Township policies regarding employee conduct and technology use.
- Approved staff is permitted to access and maintain approved Township social media accounts during regular work hours and/or using Township equipment.
- Employees representing the Township via social media platforms must conduct themselves at all times as representatives of the Township of Huron-Kinloss.
- When posting or exchanging information on the Township's or another agency's social media site, employees must identify themselves by full name, title, agency, and contact information, and shall address issues only within the scope of the specific authorization.
- If employees exchange information on the Township's or another agency's social media site, but are not authorized to speak on behalf of the Township, they must clarify that they are presenting information on their own behalf and that they do not represent the position of the Township.
- Participation in online discussions by elected or appointed officials may constitute a meeting under the Open Public Meetings Act. Council members, and other officials and appointed volunteers) should, in general, not comment or otherwise communicate on the Township's social media site.
- Township staff should not be posting information to their own personal social media pages, including but not limited to, Facebook, Twitter, websites or blogs, during work time unless they do so during their break or lunch hour.
- Staff will not use Township of Huron-Kinloss logos for endorsements or any other corporate images on personal social media sites and/or personal web sites or to promote

- a product, cause, or political party or candidate.
- Township of Huron-Kinloss employees who fail to comply with this policy will be subject to discipline, up to and including termination of employment. In addition, depending on the nature of the policy violation or the online channel/page content, participants may also be subject to civil and/or criminal penalties.

#### Disclaimer

All comments or other content posted to this site may be considered public records and be subject to public disclosure under MFIPPA.

The Township reserves the right to remove inappropriate comments/posts containing any of the following:

- Comments not topically related to the particular site or article being commented upon;
- Profane language or content;
- Personal attacks on individuals or specific groups;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Content related to non-municipal related sales, advertising or promotions;
- Content for the purposes of promoting a candidate for municipal, provincial or federal election;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party; or
- Content that is believed to be inappropriate in the opinion of the Administrator of the Township of Huron-Kinloss.