

THE CORPORATION OF THE MUNICIPALITY OF CALVIN

BY-LAW NO. 2020-003

**BEING A BY-LAW TO ADOPT A POLICY REGARDING SOCIAL MEDIA FOR THE MUNICIPALITY OF CALVIN.**

WHEREAS the Council of the Municipality of Calvin deems it advisable to adopt a Policy under Responsible and Flexible Government regarding the use of Social Media on behalf of the Municipality of Calvin.

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE MUNICIPALITY OF CALVIN HEREBY ENACTS AS FOLLOWS:**

1. That the Policy regarding the use of Social Media on behalf of the Municipality of Calvin, be hereto attached as Schedule "A".

And

2. That this by-law shall come into full force and effect immediately upon final passing of same.

Read a first time this 28<sup>th</sup> day of January 2020.

Read a second time this 28<sup>th</sup> day of January 2020.

Read a third time and finally passed in open council this 11 day of FEB 2020.



MAYOR



CLERK-TREASURER



## **Municipality of Calvin Social Media Policy**

### **PURPOSE**

The Social Media Policy establishes service standards and procedures relating to social media networks used by the Municipality of Calvin for the purpose of:

- ✓ Providing accurate, timely and clear information about Municipal services, programs, events and public safety to Calvin residents, businesses, visitors and other stakeholders;
- ✓ Increasing accessibility to local government in order to encourage greater interest and participation in local affairs;
- ✓ Promoting greater transparency in government; and
- ✓ Assisting Municipal departments and employee site administrators to implement best practices on a consistent basis across the Corporation, and mitigate risks relating to social media usage.
- ✓ The policy also serves to:
  - Protect the Municipality's reputation;
  - Provide employees and members of Council with clear usage guidelines; and
  - Provide protocol around monitoring, administration, acceptable use and privacy.

### **POLICY STATEMENT**

The Corporation of the Municipality of Calvin ("Municipality") is committed to excellence in municipal management with a focus on accountability, transparency, communication and customer service. As a result, the Municipality strives to provide open access to information about its policies, services and initiatives. The Municipality recognizes that social media applications are widely utilized as communication tools with the potential to provide the public and residents with timely information. The Municipality is committed to disbursing media information in a range of formats to reach a variety of stakeholders.

This policy applies to all Municipality of Calvin employees, including permanent, part-time, temporary, casual, contract, students, elected officials, interns and volunteers who use social media networks and/or websites (including personal sites) that discuss, share or comment on Municipal business.

## **DESCRIPTION/DEFINITIONS**

Social media tools are third-party internet-based applications that enable collaboration and sharing of opinions, insights, images, information and experiences through real-time conversations among individuals and groups and include the following:

- Facebook is a social networking site intended to connect friends, family, and business associates.
- Twitter is a website which offers a social networking and micro blogging service, enabling its users to send and read messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the users profile page.
- YouTube is a video-sharing website on which users can upload, share and view videos.

In the municipal setting Facebook and Twitter can be used to communicate public notices, upcoming meetings, special events, public service information etc. Other social media applications, such as YouTube, may be utilized from time to time under appropriate circumstances. Videos posted to YouTube shall follow the same guidelines as all other social media applications as noted below and outlined in this Policy.

## **GENERAL GUIDELINES**

### Administration of Social Media

All Social Media activity shall be approved by the Clerk-Treasurer or respective Department Head. The Clerk-Treasurer or designate, in conjunction with the Municipality's IT service provider (when required) shall maintain and monitor the approved Social Media sites.

Logins and passwords for Social Media sites are confidential information and will be stored under the supervision of the Clerk-Treasurer or designate.

### Content

The following content is appropriate for employees to post to Social Media sites:

- Information pertaining to Municipality sponsored events and activities.
- Information pertaining to Municipal Services.
- Information pertaining to Public Health and Safety (i.e. road closures, inclement weather, etc.).
- Information pertaining to Emergency Services.
- Frequently asked questions.
- Policies and Procedures and By-laws (or a portion thereof).
- Contents of press releases.
- Notices of upcoming meetings and events.

Each department shall be responsible for ensuring the clarity, accuracy and relevance of content posted on Social Media sites. Social Media content generated by employees of the Municipality are records owned by the Corporation and not the individual

employee. In addition to being a record of the Municipality, content maintained in a Social Media format that is related to municipal business is a public record and subject to the rules and requirements of the *Municipal Freedom of Information and Protection of Privacy Act*.

### Unsuitable Content

The Clerk-Treasurer or designate, in conjunction with the Municipality's IT service provider (when required), shall monitor all use of social media by employees for work purposes and remove content that is deemed unsuitable. Content may be deemed unsuitable if it includes:

- Commercial endorsement or solicitation.
- Personal political content.
- Confidential information.
- Objectionable material.
- Discriminatory language.
- Violates the terms of this policy or other By-laws, policies and procedures of the Municipality.

For greater certainty and clarity the following definitions are provided with respect to what is considered unsuitable content:

1. Commercial endorsement or solicitation includes endorsement by the Municipality of one product or services over another, as well as statements requiring or requesting receipt of any product, service or asset for personal gain or use.
2. Personal political content includes support of, or opposition of, political campaigns or matters before Municipal Council, personal comments or opinions about Municipal staff and/or elected officials as well as personal views about the municipal political process.
3. Confidential information includes information classified as confidential or proprietary records in the possession of the Municipality, as well as information about members of the public, municipal employees and elected officials.
4. Objectionable material includes 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 posting which violate a legal ownership interest of any party including interest in copyright and other intellectual property.
5. Discriminatory language which presents 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. It is also 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.

Violation of this Policy will be subject to disciplinary action in accordance with the Municipal Human Resources Policy, up to and including termination.

### **RESPONSE TO PUBLIC INQUIRIES/COMMENTS**

Site Moderators shall adhere to the Social Media Response Chart, attached to and forming part of this policy. Additionally, considerations shall be made for the following:

- a. Do not share or invite others to share private information;
- b. Cite sources;
- c. Avoid judgment and post only factual information; and
- d. Reflect positively on the Municipality.

### **DISCLAIMER**

All comments or other content posted to Municipal social media sites may be considered public records and subject to disclosure under MFIPPA.

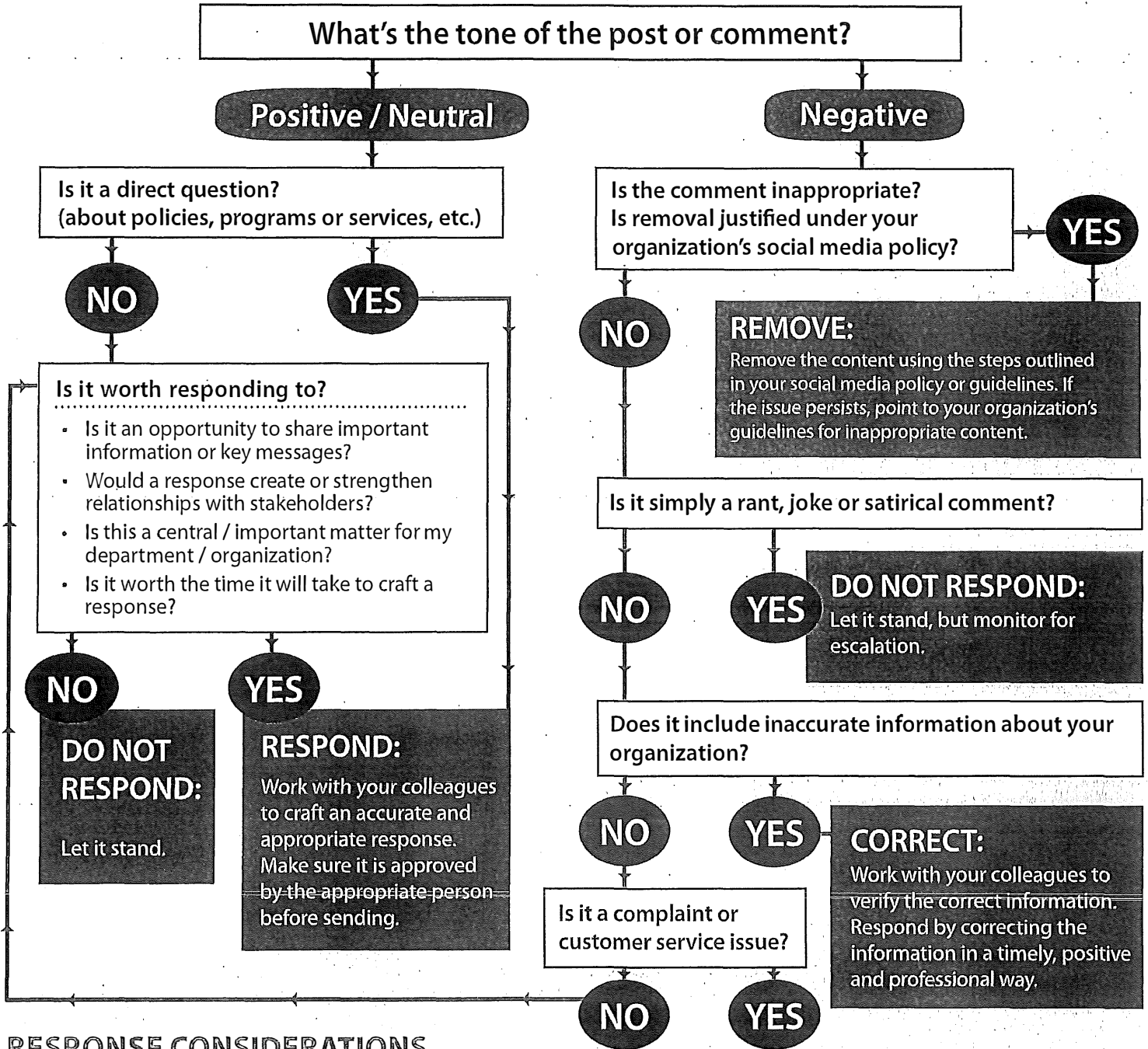
The Municipality reserves the right to remove inappropriate comments/posts including, but not limited to, any of the following:

- Comments not typically related to the particular site or article to be commented on;
- Profane language or content;
- Personal attacks on individuals or specific groups;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, 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.

### **REVIEW AND UPDATE**

This Policy shall be reviewed at a minimum of an annual basis and will be updated as needed.

# Social Media Response Chart



## RESPONSE CONSIDERATIONS

### Keep these things in mind when you're crafting your response:

- **Respect Privacy:** Don't share or invite others to share personal information on public channels.
- **Respect Ownership:** Cite your sources. If you're sharing or drawing from someone else's information or material, then say so.
- **Be Credible:** Stick to the facts and avoid value judgments.
- **Be Appropriate:** Your tone should be appropriate to the situation and should reflect positively on your organization.

### RESOLVE:

Acknowledge the concern and respect their privacy by inviting them to continue the discussion offline. This could be by phone, email, or other customer service channels, depending on what's outlined in your organization's social media policy.

*\* Adapted from the United States Environmental Protection Agency's social media response chart.*

For more resources, visit [www.redbrick.ca](http://www.redbrick.ca).