



Title: Corporate Social Media Policy	Policy Use: Internal / External
Department: Corporate Services	Policy Number: CS-029
Approval Date: June 5, 2018	Implementation Date: June 6, 2018
Scheduled Review Date: June 2019	Actual Review Date:

BACKGROUND:

As a public body, the Town of Paradise recognizes and uses social media as a strategic communications tool for informing and engaging with the public.

OBJECTIVE/PURPOSE:

The Town of Paradise uses social media platforms as well as a corporate website for the purposes of providing relevant and timely information to the public. It is also an additional avenue for stakeholders and the public to directly engage with the Town.

Social media also allows the Town to share time-sensitive information; to increase public awareness of events, notices, projects, employment opportunities, etc.; to encourage public conversation and ideas; to provide an additional avenue for the public to obtain information; and to develop and foster stakeholder / community relationships.

The purpose of this policy is to outline and provide appropriate guidance to employees who are authorized to use social media on behalf of the Town while also informing the public of the Town’s social media practices.

DEFINITIONS:

“Town” – Means the Town of Paradise

“Posted” – Means published online, whether through a public post or private message

“Inappropriate use” – examples include but are not limited to the following:

1. Transmitting any materials in violation of local, provincial or national laws;
2. using vulgar, profane or inappropriate language;
3. transmitting or posting threatening, abusive, discriminatory, or obscene material;
4. posting material that is likely to compromise the safety or security of the public or public systems;

5. engaging in any disrespectful or harassing behaviour as defined in the Town's Respectful Workplace and Harassment Policy.

"Social Media" – means any application, tool or platform used for online information and publication including but not limited to Facebook, Twitter, LinkedIn, YouTube, Instagram, and blogs.

"Town Social Media Sites" – means social media that is sanctioned by and operated by the Town of Paradise.

"Handle" – means username or screen name used on social media sites.

GUIDELINES AND PROCEDURES:

1.0 SCOPE

This policy applies to all Town employees and outlines the guidelines for those authorized to use social media on behalf of the Town.

2.0 ROLES AND RESPONSIBILITIES

The Department of Corporate Services retains discretion to authorize new and / or deactivate Town social media accounts determined by communication needs, benefits and risks.

Social media channels for the Town of Paradise are administered by the Director of Corporate Services through the Manager of Communications or designate.

Content posted to Town social media channels is developed by and posted by the Communications Division of the Department of Corporate Services.

The Communications Division accepts content requests from Town departments and uses social media best practices to determine suitability for social media. If it is determined that the request is suited for social media, the Communications Division will prepare and / or edit requested content to ensure consistency of voice and best practices.

3.0 USE OF SOCIAL MEDIA

1. Social media is considered a strategic communications tool that is used to enhance, not replace, other communication avenues within the Town.
2. All content posted on the Town's social media platforms must be used to enhance information and communication about Town events and services. The Town is a neutral body and does not endorse or share third party content and / or content not directly related to town events / matters.

3. Unless specified, all social media platforms are monitored during business hours only (Monday to Friday from 8:30 a.m. to 4:30 p.m. during regular hours and 8:30 a.m. to 4:00 p.m. during summer hours - excluding holidays). For urgent and / or emergent matters, posts may be made outside of regular operational hours.
4. All information posted and / or shared on Town social media channels is the property of the Town.
5. Information posted and / or shared on the Town's social media channels shall maintain consistency, professionalism, and guidelines of all Town communications materials and approaches, both internal and external.
6. The Town of Paradise makes every effort to respond to legitimate inquiries and comments from the public in a timely manner. Inappropriate inquiries / comments will be removed, when possible, from the Town's social media platforms.
7. The Town of Paradise does not allow or condone posts that foster discrimination, support illegal activity, or defame the Town or its employees. Where possible, any such posts will be removed from the Town's social media platforms and any individual who repeatedly uses derogatory or offensive content on the Town's accounts will be blocked. The Town also does not engage in any posts where personal information is in dispute.

4.0 COMPLIANCE

This policy applies to all individuals authorized to use social media on behalf of the Town of Paradise. The Town will monitor compliance with this policy and will address any concerns that come to its attention, including an investigation, and, if appropriate, disciplinary action up to and including termination of employment.

5.0 REVIEW OF POLICY

This policy will be reviewed annually by the Department of Corporate Services.

Director of Corporate Services: Thill

Chief Administrative Officer: Thibodeau

Date: June 27/2018