

Policy

POLICY TITLE: SOCIAL MEDIA POLICY

POLICY NO.: COM-16-02

RESOLUTION: 024-14

EFFECTIVE DATE: 2014-01-22

DEPARTMENT RESPONSIBLE: Administration

NEXT REVIEW DATE: -

POLICY STATEMENT:

The MD recognizes that social media networks are powerful communications tools that can have a significant impact on organizational, personal, and professional reputations. Because they blur the lines between personal voice and corporate voice, the following policy has been developed to establish standards and expectations for employees when using social media to discuss, share, or comment on the business of the MD.

PURPOSE:

The official presence of the Municipal District of Lesser Slave River no.124 (the "MD") on some social media sites contributes in an official capacity to discussions on MD's programs and services.

This policy refers to freely accessible online tools used to produce, post and interact using text, images, video, and audio to communicate, share, collaborate, or network. This includes blogs; social networks; video/photo file sharing; podcasting; wikis; and similar tools. For the purposes of this policy, social media refers to the public-facing Municipal Web presence and third-party-hosted sites.

This Social Media Policy outlines for employees the corporate standards and principles of communicating in the online world when it relates to discussing, sharing or commenting on MD business.

Additionally, it serves to:

- a. Protect the MD's reputation and ensure consistency and professionalism in how MD Council and Administration communicate about MD business with public stakeholders via all online forums and social media/networking sites.
- b. Provide employees with an understanding of the policies and procedures surrounding the acceptable corporate and personal use of social media sites and/or personal websites as they relate to discussing the business of the MD.
- c. Providing effective and efficient communications to the public by establishing policy and guidance in the following areas:
 - Site Selection/Establishing New Accounts
 - Site Administration
 - Site Content
 - Protocols

- Employee Expectations and Personal Responsibility
- Records Management and Retention
- Privacy
- Copyright, Branding, Logos

POLICY

1. Site Selection/Establishing New Accounts

The Communications Team will serve as a centralized resource for the oversight and use of social media tools and sites by the MD and its departments, as well as for the creation and maintenance of content on those sites.

The MD will maintain a series of corporate accounts on various social media tools. Final approval for the corporate use of new social media tools and/or new accounts on social media sites already in use by the corporation will be the responsibility of the CAO.

Criteria for adopting new social media tools – or establishing new accounts within social media sites already in use by the MD – will include, but not be limited to comprehensive research that:

- a. Demonstrates the need for the specific tool/why it is required;
- b. Demonstrates the added benefits of using the tool;
- c. Demonstrates a content approval process to ensure that posted content is consistent with corporate messaging and standards;
- d. Demonstrates that the use of the new tool will not interfere with the credibility of MD's other established social media sites/networks;
- e. Addresses any legal concerns; and
- f. Identifies appropriate staff resources that would be required to establish and maintain the new account.

2. Site Administration

The use of all social networking sites by the MD will adhere to:

- a. Applicable provincial and federal laws, regulations and policies;
- b. The Terms of Service of each social networking site; and
- c. All Administrative, Human Resources, and Records Management policies and other applicable MD policies and guidelines.

All MD social networking moderators will be trained regarding the terms of the MD's Social Media Policy, including their responsibilities in regards to records management and retention, privacy and reviewing content submitted for posting to ensure compliance with the policy, and the MD's web writing guidelines and online netiquette guidelines.



3. Site Content

Pre-approved content for consideration and potential inclusion on corporate social media sites will be provided to the Communications Coordinator by staff from across the MD.

Updates to social media sites, pages, accounts and channels being used for MD business will be created and posted by the Communications Team in accordance with the best practices for timing and content.

Where possible, all social networking sites will clearly indicate that they are maintained by MD and will have MD logo and contact information displayed. Wherever possible, such sites shall clearly indicate that any articles, comments, and any other content posted or submitted for posting are subject to public disclosure. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between MD departments and members of the public.

Wherever possible, social networking sites will link back to the official MD Website for forms, documents, and other information.

MD social networking pages and their content will adhere to the policies and guidelines of each individual social networking site and social media tools will be used as consistently as possible, department wide

MD social networking sites will include an introductory statement that clearly specifies what content is unacceptable and will be subject to removal without notification. Content and comments containing any of the following forms of content shall not be allowed for posting:

- a. Applicable provincial and federal laws, regulations and policies;
- b. Comments not topically related to the particular site or blog article being commented upon;
- c. Profane language or content;
- d. Personal attacks on individuals or specific groups.
- e. 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;
- f. Sexual content or links to sexual content;
- g. Conduct or encouragement of illegal activity;
- h. Content related to non-MD related sales, advertising or promotions;
- i. Content for the purposes of promoting a candidate for municipal, provincial, or federal election;
- j. Information that may tend to compromise the safety or security of the public or public systems;
- k. Content that violates a legal ownership interest of any other party; or
- l. Content that is believed to be inappropriate in the opinion of the Communications Coordinator or CAO.



Notwithstanding the above, the MD reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

4. Protocols

The social network content moderators will review the MD's social networking sites regularly to ensure that they remain in compliance with the policy guidelines for appropriate content. Content not in compliance shall immediately be brought to the attention of the Communications Coordinator or CAO to determine the appropriate course of action.

Content or status updates that generate negative feedback from the public or feedback that is sensitive or controversial in nature will be reviewed by the Communications Coordinator and/or CAO to determine the appropriate course of action.

Content or status updates that request feedback from the general public will be reviewed and approved by the Communications Coordinator and/or CAO before they are posted.

5. Employee Expectations and Personal Responsibility

Staff should consider the following when discussing, sharing or commenting on MD business when posting as official corporate social media content moderators or when discussing, sharing or commenting on MD business on personal social media sites, networks and/or personal websites:

Use of an employee's MD e-mail address, communicating in an official capacity, or discussing MD business – on personal or corporate social media sites and/or personal websites – will constitute conducting MD business.

Employees representing the MD as social media content moderators – and those who choose to discuss MD business within their posts to personal social networking sites and/or personal websites – must conduct themselves at all times as a representative of the MD and in accordance with this policy and all human resource and administrative policies, and take into consideration the following:

- Confidentiality of Information;
- Freedom from Harassment;
- Internet Usage;
- Public Criticism; and
- Violence in the Workplace.

Any MD employee engaged in online, electronic dialogue that involves information about MD business – including dialogue or information posted to personal social networking sites and/or personal websites – is also required to meet a standard that mandates:



- **Transparency of Origin.** The MD requires that employees disclose their employment or association with MD in all communications with citizens, customers, the media or other MD stakeholders when speaking on behalf of MD.
- **Accurate Information.** Communications on the MD's behalf, on all social networking sites, should be based on current, accurate, complete and relevant data. The MD will take all reasonable steps to assure the validity of information communicated via any channel, but it is the employee's responsibility to assure accuracy in the first instance. Anecdotes and opinions will be identified as such.
- **Ethical Conduct.** The MD will not conduct activities that are illegal or contrary to the MD's corporate policies.
- **Protection of Confidential and Proprietary Information.** MD employees must maintain the confidentiality of information considered confidential, including company financial and business information, citizen and/or customer personal information, personal information about MD Council, partner and/or supplier information, personal employee data, or any information not generally available to the public.

To protect personal information, the MD's Communications Team will not cite vendors, suppliers, clients, citizens, co-workers, or other stakeholders in posts, blogs, or comments without their previous approval.

MD-staff-to-MD-staff communication for the purpose of conducting official MD related business should not take place using any social media tool – unless the tool is being used **only** for internal corporate use and its content is closed to the general public.

Recognizing the benefit of monitoring online stakeholder input into MD issues – and the potential need for the MD to respond to and/or correct information – MD staff can access social media sites including: Facebook pages, Twitter feeds, YouTube, blogs and discussion forms – during work hours provided that they are related to or contain posts or discussions related to MD business.

Corporate responses to online postings, blogs and discussion forums about MD related business will be co-ordinated through the Communications team.

MD 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 MD logo for endorsements – or any other corporate/MD images or iconography on personal social media sites and/or personal web sites or to promote a product, cause, or political party or candidate.

MD employees who fail to comply with this policy will be subject to discipline up to and including termination of employment.

6. Records Management and Retention

Posts/user content which are considered to be official records of the MD:

- Must be accessible and readable during their entire retention period.
- Must only be deleted/purged in accordance with the MD's Records Retention Schedule.



- Must meet the requirements for deletion/purging under *The Municipal Government Act* regarding destruction as well as the *Freedom of Information and Privacy Act*.

Deleted posts/user content which contains the personal information of people must be retained for a minimum of one (1) year from the date of the post if no other retention period applies to the post.

Posts/user content which is considered to be transitory records of the MD may be deleted/purged from the website as soon as they are no longer needed.

Even after being deleted/purged, copies of posts/user content may remain viewable in cached and archived pages or if other users have copied and stored their user content and therefore, may be disclosed under applicable privacy legislation and under the rules of discovery for litigation.

The MD's social media moderators will be responsible for ensuring that applicable content is retained for the appropriate period of time under the MD's records and retention schedule.

7. Privacy Policy

Posts/user content containing personal information must be in compliance with:

- The requirements for the collection of personal information as prescribed within FOIP
- The requirements for use and disclosure of personal information as prescribed within FOIP
- The requirements for securing personal information as prescribed within FOIP

Whenever possible, notification of the following must be visible and precede any data collection fields for personal information:

- Online communities are not private; even posts/user content submitted to a limited-access (password protected) community may be accessed by a wider audience than originally intended.
- Personal information, which includes IP address, is being collected, managed, processed and/or stored by a third party service provider and is therefore, not in the sole domain, custody and control of the MD.
- Personal information may cross the border to a foreign jurisdiction and will therefore be subject to the governing laws of that jurisdiction.
- All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

8. Copyright, Branding, Logos

Departments comply with the *Canadian Copyright Act* and ensure that the ownership rights associated with works subject to copyright are fully respected in all applications.



MD of LESSER SLAVE RIVER Policy

All communications materials including text, photographs, images, and multimedia materials that are authorized, accepted, and paid for by the MD can be used for all and any future reproductions required for any communications by MD. MD retains limited copyright to the original materials. These finished materials can only be reproduced with the permission and acknowledgment of MD.

Further:

- The use of MD's name, logo, official marks and other forms of intellectual property owned by the MD, without permission, is prohibited as stated in the *Municipal Identity Guidelines*.
- Use of the corporate logo must adhere to the standards set out in the *Municipal Identity Guidelines*.
- Intellectual property issues (e.g., copyright, brand names, logos, etc.) exist and must be respected. Proper permission to use others' intellectual property must be obtained prior to using.

_____"Original Signed"_____
Chief Administrative Officer

_____"January 22, 2014"_____
Date

_____"Original Signed"_____
Reeve

SPECIAL NOTES/CROSS-REFERENCE: COM-16-02 Reformated B.27

AMENDMENT DATE: -



Lesser Slave River