

Municipality of the District of Clare

Social Media Policy

POLICY

- 1.1 This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.
- 1.2 The Municipality of the District of Clare will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional.

PURPOSE

- 2.1 The primary goals of the Municipality of the District of Clare's use of social media are as follows:
 - 2.1.1 Increase awareness of municipal services;
 - 2.1.2 Augment existing corporate communication methods and processes;
 - 2.1.3 Provide an additional mechanism through which the Municipality of the District of Clare keeps abreast of customer comments and perceptions regarding the municipality;
 - 2.1.4 Quickly disseminate time-sensitive information;
 - 2.1.5 Correct misinformation, remedy mistakes, or alter services to build stronger relationships;
 - 2.1.6 Utilize social media's analytical tools to help monitor, track and evaluate the Municipality of the District of Clare's communications and marketing efforts;
 - 2.1.7 Provide another method by which stakeholders can engage with the Municipality of the District of Clare;
 - 2.1.8 Utilize social media as an additional way to collaborate with the public and other municipalities on mutually beneficial programs and initiatives.

SCOPE

- 3.1 This policy applies to official and authorized social media use on behalf of the Municipality of the District of Clare.

PROCEDURES

The following principles apply to the professional use of social media on behalf of the Municipality of the District of Clare as well as personal use of social media when referencing the Municipality of the District of Clare.

- 4.1 Employees should be aware of the effect their actions may have on their images, as well as the Municipality of the District of Clare's image. The information that employees post or publish may be public information for a long time.
- 4.2 Employees should be aware that the Municipality of the District of Clare may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to the Municipality of the District of Clare, its employees, or customers.
- 4.3 Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- 4.4 Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should consult the Human Resources Policies Manual and/or the CAO.
- 4.5 Social media networks, blogs and other types of online content sometimes generate media attention and/or legal questions. Employees should refer these inquiries to the CAO, along with a short briefing on the issue.
- 4.6 If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- 4.7 Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- 4.8 Social media use shouldn't interfere with employee responsibilities at the Municipality of the District of Clare. The Municipality of the District of Clare's computer systems are to be used for business purposes only. When using the Municipality of the District of Clare's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter), but personal use of social

media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- 4.9 Subject to applicable law, after-hours online activity that violates the Municipality of the District of Clare's policies may subject an employee to disciplinary action or termination.
- 4.10 If employees publish content on their personal time that involves work or subjects associated with the Municipality of the District of Clare, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the Municipality of Clare's positions, strategies or opinions."
- 4.11 It is highly recommended that employees keep the Municipality of the District of Clare's related social media accounts separate from personal accounts.

RESPONSIBILITY

Chief Administrative Officer

- 5.1 Directs compliance with the Social Media Policy and ensures that a review of the policy and related procedures and guidelines occurs as noted below.

Employees and other authorized users

- 5.2 Ensure that their use of social media is in accordance with this policy and other related policies, procedures, guidelines and legislation.

GOVERNING RULES AND REGULATIONS

The Municipality of the District of Clare's website, www.clarenovascotia.com will remain the Municipality's primary online source for information. Social media will be used to complement the website's information and broaden the reach of corporate messages through multiple channels.

- 6.1 Where possible, social networking accounts will clearly indicate they are maintained by the Municipality and will contain appropriate contact information.
- 6.2 The authority to post to official Municipality social media sites will be granted in writing to specific employees specifically by the CAO.
- 6.3 Authorized employees will always post to official Municipality social media sites as page administrators or as Municipality of Clare employees and where relevant, disclose their role at the Municipality of Clare.
- 6.4 Authorized users shall only post within their area of subject matter expertise. Where appropriate, posters may inform readers that another authorized employee with subject matter expertise may respond at a later time.

- 6.5** If residents make references to the Warden or Council or ask questions related to these officeholders, authorized users will acknowledge the comment and forward the message to the appropriate contact.
- 6.6** No confidential information will be posted to any social media under any circumstances.
- 6.7** Comments containing any of the following shall not be allowed on Municipality of Clare social media sites and may be removed:
 - 6.7.1** Comments not topically related to the particular site or article being commented on;
 - 6.7.2** Profane language or content;
 - 6.7.3** 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;
 - 6.7.4** Sexual content or links to sexual content;
 - 6.7.5** Conduct or encouragement of illegal activity;
 - 6.7.6** Content related to non-municipal related sales, advertising or promotions;
 - 6.7.7** Comments determined by the Municipality to be a specific attack on groups or individuals or to be inherently political in nature or cause;
 - 6.7.8** Information that may tend to compromise the safety or security of the public or public systems;
 - 6.7.9** Content that violates any municipal policy. Employees are responsible to be aware of all municipal policies that may impact their posts.

Chief Administrative Officer's Annotation for Official Policy Book

Date of Notice to Council Members

Of Intent to Consider (7 days minimum): April 6, 2016

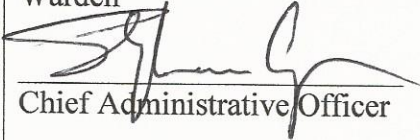
Date of Passage of Current Policy: April 20, 2016

I certify that this Policy was adopted by Council as indicated above.



Warden

April 20, 2016
Date



Chief Administrative Officer

April 20, 2016
Date