



The Corporation of the TOWN OF THESSALON

SOCIAL MEDIA POLICY

POLICY STATEMENT:

The Town of Thessalon promotes the openness, transparency and accountability of its work and business. It uses various tools to share information and is committed to communicating and engaging with residents and visitors in a variety of ways that work best for all users, including social media.

PURPOSE:

The purpose of the Social Media Policy is to ensure that the professional communication standards of the Town of Thessalon are upheld at all times including communicating through informal channels, such as social media.

This Policy establishes the basic principles, guidelines and procedures for employees and municipal representatives for the use of social media to further the corporate business while protecting and promoting the image of the municipality.

DEFINITIONS:

“Corporate Use” refers to approved activity on any social media platform that is owned, operated and maintained by the Town of Thessalon.

“Facebook” is a social media platform that allows users to create an account and personal profile, publish status updates and share links to web content, add other users as friends, subscribe to other users’ updates, upload photos and video content, exchange private, public or instant messages, and receive automatic notifications on specific types of user activity. Users may also join common-interest user groups, ‘like’ Facebook pages, invite others and R.S.V.P. to events.

“Instagram” is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

“Municipal Staff” means all full-time and part-time persons hired by the municipality, including but not limited to the supervisors, Union employees, non-Union employees, administrative staff, contract employees, temporary employees and students.

“Municipal Representative” means members of Council, Committees, Boards, volunteers and firefighters.

“Personal Use” refers to an individual’s use of personal social accounts on any social media platform at any time.

“Social Media” refers to web-based applications that allow users to interact, share and publish content such as text, links, photo and video. Social media platforms include, but are not limited to: Facebook, Flickr, Google+, Blogs, Flickr, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Twitter, Tumblr, Wikipedia, YouTube).

“Social Media Moderators” refers to the Town of Thessalon’s representatives who are appointed by Council and are responsible for creating and approving content, posting to and monitoring the municipality’s social media accounts on behalf of the municipality. The appointed moderators will be the Human Resources Committee members, the Community Events and Activities Committee Chair and/ or the Recreation Coordinator.

“Twitter” is a social media network that allows users to create an account, publish brief messages called tweets, subscribe to or “follow” users’ feeds, and have other users subscribe to or “follow” their feeds.

“Volunteer” is an individual or member of a group who freely and willingly contributes time, energy and support performing a defined task on behalf of an organization, without compensation or expectation of compensation other than for approved expenses incurred through volunteer activity. A volunteer must be officially accepted and enrolled by the municipality prior to performance of any task. The definition of volunteer in this policy does not include volunteer firefighters.

GENERAL GUIDELINES OF ACCEPTABLE CORPORATE USE:

All social media accounts being run by the Town of Thessalon will be approved by the Human Resources Committee. The social media moderators will maintain and monitor the approved social media sites.

All corporate social media accounts will be owned by the Town of Thessalon and not the individuals managing the content. The Municipality will maintain a list of all approved social media accounts and the login and password information. Any login and passwords for the sites are confidential information and will be stored under the supervision of the Clerk-Treasurer.

All sites will be maintained by designated social media moderators who will be trusted to have access to login and password information of one or all social media accounts.

When a social media moderator leaves the municipality, all passwords shall be changed and/or admin status removed.

In an effort to minimize risk to the Corporation, content of the Town of Thessalon's social media sites will be monitored.

Moderators' Responsibilities for our Town of Thessalon Social Media Accounts

-Reviewing all comments and questions and determining if a response is required;

-If a response is required, moderators will respond in a timely manner;

-Correcting misinformation and ensuring content is up-to-date;

-Monitoring social media channels regularly for inappropriate content;

Removing any posts that contain external replies containing:

- Comments unrelated to the Town of Thessalon;
- Content that violates the Criminal Code of Canada or the Ontario Human Right Code;
- Obscene, racist, or otherwise discriminatory content;
- False, defamatory, abusive, hateful, sexually-oriented content;
- Personal attacks, insults, or threatening language;
- Plagiarized material or copyrighted material;
- Confidential information published without prior consent;
- Content encouraging illegal activity;
- Content that supports or opposes a candidate for municipal, provincial or federal election, political campaigns or matters before Council, personal comments or opinion of municipal staff or Council members or any personal opinions of political process;
- Content that is commercial in nature and that attempts to endorse, advertise or sell the products or services of an individual, business or organization;
- Continuation of posting inappropriate or offensive comments; user will be blocked

Social media moderators will not "share" other external posts unless it directly relates to the Town of Thessalon.

The Town of Thessalon's website (www.thessalon.ca) will remain the municipality's primary and predominant internet presence for in-depth information, forms and online documents.

GENERAL GUIDELINES OF ACCEPTABLE PERSONAL USE:

Employees and municipal representatives will not use the Town of Thessalon's logo or any other corporate images, including any municipal email addresses on their own **personal** social media accounts.

At no time shall employees and municipal representatives reveal, disclose or discuss:

- (i) Matters which have confidentiality requirements, i.e. disclose non-public information about the Corporation.
- (ii) Identifiable and/or personal information about another staff member, elected official, or citizen that is not publicly known, and without consent.
- (iii) Information gained from or about companies or other third parties as contracted with the municipality to provide goods, programs and/or services.

PRINCIPLES:

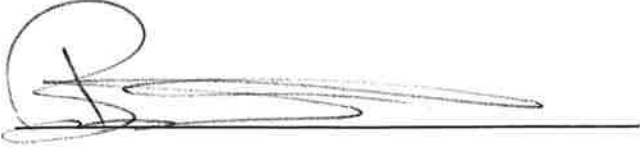
The following principles guide how our staff and municipal representatives must represent the municipality in an online, official capacity when they are speaking "about" the Town of Thessalon:

Follow our corporation's policies: As an employee and a representative of the municipality, you must act with honesty and integrity in all matters. This commitment is true for all forms of social media. These principles are to guide your actions at work and are also applicable to your personal activities online.

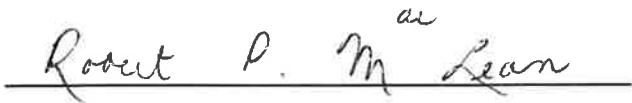
You are responsible for your actions: Anything you post that can potentially tarnish the municipality's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.

For individuals who hold elected positions or who work in politically sensitive areas, a policy of this nature does not by itself exempt them from special responsibility when posting online. By virtue of their position, these individuals should consider whether personal thoughts they publish may be misunderstood as expressing the positions or opinions of the Town of Thessalon, and/or its staff. For individuals in positions like this, caution is advisable, and it is best to check with the Human Resources Committee and/or the Clerk-Treasurer.

The Town of Thessalon employees and representatives who fail to comply with this policy will be subject to the **Progressive Discipline Policy for Town of Thessalon Employees**. In addition, depending on the nature of the policy violation, participants may also be subject to civil and/or criminal penalties.

A handwritten signature in black ink, appearing to read "Robert P. McLean", is written over a horizontal line. The signature is stylized and somewhat cursive.

MAYOR

A handwritten signature in black ink, appearing to read "Robert P. McLean", is written over a horizontal line. The signature is stylized and somewhat cursive.

CLERK-TREASURER

January 14, 2019

DATE