



VILLAGE OF TAHSIS			
Policy Title:	Social Media Policy	Policy No.	2014
Effective Date	March 19, 2018	Supersedes	
Approval	Council	Resolution Number	134/2019

1. DEFINITIONS

“Social Media” refers to a broad set of online sites that include software, tools or applications used for sharing information, opinions, experiences and publications. For purposes of this policy, “social media” refers to any social media accounts created, held, accessed and maintained by the Village and used for official Village business. This includes online communications such as blog posts, wall posts, tweets, document posting, video posting, comments, replies, direct messages, events, invitations and similar communications.

2. PURPOSE

The Village’s social media policy establishes and outlines the principles of use for Village staff when engaging and posting on social media accounts.

3. POLICY

The Village uses online social media account(s) and the Village website to communicate services such as public notifications, events and announcements as well as information on initiatives, projects, goals and objectives.

The Village use of social media is not intended for political forums or political information.

4. PRIMARY GOALS

- To create awareness of Village programs and services and events by issuing public notices, and posting information on upcoming capital projects, Village sponsored events, and other community events.
- Disseminate time-sensitive information efficiently.
- To provide a means of engaging with the community and encouraging participation in public consultation activities
- To drive traffic to the Village website for official or further information on any topic.

5. SCOPE AND APPLICABILITY

- This policy applies to social media use for official and authorized Village purposes.
- This policy applies to all Village employees and others who have been authorized by the Chief Administrative Officer to post Village information on social media sites in an official capacity on behalf of the Village. It does not apply to personal use of social media conducted on personal equipment.
- Any Village information to be communicated on social media must be approved by the CAO.
- Social media profiles and/or websites representing the Mayor and/or Councillors are exempt from this policy.
- Social media profiles and/or websites representing the Mayor and/or Councillors are not official sources of Village information.
- Mayor and Councillors acknowledge that it is not their role to share or report on Village operations and business.
- In response to a Village social media post, Mayor and Councillors may post a follow-up comment will include an "in my opinion" disclaimer either within the banner of their individual social media site(s) or within the text of their comment.

6. GUIDELINES

- All information posted on social media by authorized Village employees is considered public information similar to information published on the Village website.
- All communication on behalf of the Village should adhere to the highest professional standards.
- Any information the Village posts on social media must be available elsewhere such as the Village website.

- Social media content will be guided by common sense, caution and good judgement as well as compliance with provincial and federal legislation.
- The Village reserves the right to remove posted online content, comments or links which contain any of the following from the Village's social media sites:
 - Libelous or derogatory remarks, obscenities, profane language or sexual content;
 - Content that endorses, promotes, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Promotion of commercial services or products other than sponsors, affiliations, or business partnerships;
 - Promotion of political candidates;
 - Promotion of illegal activity;
 - Spam or irrelevant external links;
 - Information that may compromise the safety or security of the public or public systems; and
 - Content that violates a legal ownership interest of any other party.

7. RESPONSIBILITY

- When representing the Village on social media, employees are expected to communicate in a respectful and professional manner and in accordance with all Village policies. Employees are not permitted to discuss personal or confidential information on social media sites, whether through public posts or private messages. Non-compliance by Village employees may result in discipline.

8. PUBLIC CORRESPONDENCE

- Unsolicited comments, inquiries or correspondence to Mayor and Council or Village staff via social media is not considered an accepted form of correspondence. Accepted formats for public comment are email or written submissions, Village forms and delegations to Council.

9. RECORDS

All Village of Tahsis social media sites and websites shall adhere to applicable provincial, federal and local laws, regulations and policies. The *Freedom of Information and Protection of Privacy Act* applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with the Act.

