

VILLAGE OF BEISEKER



| | | |
|---|----------------------------------|-----------------------|
| Title | SOCIAL MEDIA TERMS OF USE | POLICY NO: M-2 |
| Legislation Reference | n/a | |
| Purpose: The purpose of this policy is to establish guidelines for the Village of Beiseker’s usage and work with social media for its employees and third parties working on behalf of the Village. | | |

1. General

- a) “Social Media” refers to online e-technologies that provide a forum for communication between a wide audience of users.
- b) The Village of Beiseker Facebook account (@beiseker) and website (www.beiseker.com) are the two platforms used to provide professional and practical information to residents and other interested parties.
- c) The Village of Beiseker Social Media sites are to be used primarily to provide information regarding policy, programs, announcements, critical information and to assist non-profit, local community groups with a venue for announcements and communication that is to be shared with the public.

2. Responsibilities

- a) Village office Administration
 - i. Post information regarding municipal business to be shared with ratepayers, local area businesses and residents (Target Audience).
 - ii. Administers the Social Media policy and informs users of the platforms of the requirements of the policy.
 - iii. Ensures the use of the Village of Beiseker Social Media platforms comply with approved policies and procedures.
- b) Employees/Council
 - i. Ensures that their use of social media complies with all approved policies and procedures of the Village on the Village of Beiseker sites as well as any other social media site.
 - ii. That when using the Village of Beiseker sites that they are posting or responding only for the purposes of providing comprehensive, timely, professional and constructive information to the target audience.
 - iii. If an employee is unsure whether to post or respond, or in what context, they should seek direction from the CAO. The employee should consider responding to any questionable post or message by directing the writer to the Village Office.
 - iv. Employees should consider using private messaging as opposed to comments when responding on Facebook.

3. Procedures

- a) Social media platforms will be populated and monitored by the Village of Beiseker Administration staff.
- b) Village of Beiseker Social media platforms will be used only for municipal business that is related to policy, programming, announcements of events and meetings relating to the Village, municipal job postings and information such as emergencies and other critical information.
- c) Any other party wishing to post on the Village of Beiseker Facebook page or Website is subject to the rules established by this Social Media policy.
- d) Social media platforms will be monitored and populated regularly during business hours. Messages posted will be simple, engaging and link the reader to the further information posted on the Village website when possible.
- e) The Village of Beiseker Administration staff will not comment on opinions offered by residents, but reserves the right to respond to comments that are not factual.
- f) The Village of Beiseker Administration staff will not comment on decisions of Council, but reserves the right to direct social media users to use official correspondence methods.
- g) Each Village social media platform will include an introductory statement confirming it is the official site for the Village, is maintained by the Village and will contain appropriate contact information for users.
- h) Each Village social media platform will include an introductory statement confirming the purpose and scope of the site and well as posting guidelines..
- i) Posts and comments to and from the Village in connection with the transaction of public business is subject to the Freedom of Information and Protection Privacy Act and may be disclosed to third parties. The regulations of FOIP must be considered for every post and communication.
- j) All posts and comments from the Village will be reviewed by the CAO or his/her delegate for accuracy and consistency with this policy and procedure.
- k) The Village of Beiseker Administration staff will be responsible for maintaining a list of all social media accounts, names of the administrators of these accounts as well as the associated user identifications and passwords that are currently active.

3. Posting Guidelines

- a) All posts and comments to the Village Social Media sites will be in accordance with approved policies and procedures.
- b) The Village of Beiseker will not tolerate any posts, comments or messages that are deemed to be in violation of this policy or any applicable law. This includes, but is not limited to:
 - Confidential or personal information
 - Slanderous or defamatory remarks, obscene language or sexual content.
 - Content that promotes, fosters 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 significant sponsors, affiliations or business partnerships is not permitted.
 - Comments in support of or opposition to political campaigns.
 - Promotion of illegal activities.
 - Information that may compromise the safety or security of the public or public systems
 - Spam
 - Violation of any municipal, provincial or federal laws or bylaws.
 - Content written in a language other than the official languages of Canada.
 - Any other content that the Village of Beiseker Administration deems unsuitable for the social media site.

- b) Should a comment, post or message contravene any of the guidelines listed above, the Village of Beiseker Administration staff under the direction of the CAO, will make a copy of the comment for the record and delete the post. The offending user may be blocked from the Village of Beiseker’s social media platforms at the discretion of the CAO in consultation with Village Council.
- c) Employees representing the Village via social media are expected to conduct themselves at all times as a representative of the Village and in accordance with all Village policies. Employees found in violation of this policy may be subject to disciplinary action within appropriate legislated guidelines.
- e) Posts made by citizens or third-party contributors do not necessarily reflect or represent the views or opinions of the Village of Beiseker, its Council or employees. The Village of Beiseker does not necessarily endorse public comments or postings.
- f) By engaging with and using the Village of Beiseker social media sites, users acknowledge and consent that their engagement (comments, posts, messages, etc.) may become part of the public record and could potentially be used by the Village of Beiseker as official documentation. The Village of Beiseker reserves the right to decide what posts, comments or messages may be saved as official documentation.
- g) The Village of Beiseker is not responsible for any harm, damages or losses suffered as a result of a third party using Village social media sites. Participants do so at their own risk and accept that they have no right of action against the Village of Beiseker in relation to the use of social media.

| | DATE | RESOLUTION NUMBER |
|-----------|-------------|--------------------------|
| Approved | | |
| Amended | | |
| Amended | | |
| Amended | | |
| Rescinded | | |

Chief Administrative Officer

Chief Elected Official