



POLICY NAME: Social Media		LAST UPDATED:
		SUPERSEDES POLICY: Not Applicable
POLICY AREA: General Government	POLICY NUMBER: 2023-017	APPROVAL DATE September 12, 2023

POLICY STATEMENT

1. The Town of Dundurn is committed to open and transparent communication. It recognizes the important role that technology plays in communication today and has determined social media to be a viable platform to enhance communication with its residents and neighbouring communities.

PURPOSE

2. The purpose of this policy is to serve as a guideline for the Town of Dundurn to use social media platforms, including but not limited to Facebook, as a way to more efficiently communicate meetings, events, and matters of public interest related to the Town and its residents. Additionally, it serves to:
 - a) Protect the Town of Dundurn’s reputation and ensure consistency and professionalism with how the Town and its employees communicate with public stakeholders via social media/networking sites.
 - b) To establish protocols, criteria, and courses of action for:
 - i. Establishing and monitoring acceptable social media tools for use by the Town employees;
 - ii. Determining/adopting new social media tools/accounts;
 - iii. Appropriate monitoring and administration of social media tools;
 - iv. Providing timely, effective, and accurate information and responses;
 - v. Ensuring a mechanism to address controversial or sensitive matters relating to online content about the Town; and

SCOPE

3. This policy applies to all Town of Dundurn Employees and Councillors who make public statements on social media sites that discuss, share or comment on the Town of Dundurn. This policy also applies to members of the public who use, comment or post on Town’s social media sites.

4. **“Council or Councillor”** – means Council of the Town of Dundurn and any elected member of Council.
5. **“Employee”** includes:
 - a) a person receiving or entitled to wages;
 - b) a person whom an employer permits, directly or indirectly, to perform work or services for the Town of Dundurn; and
 - c) a person on a leave from employment with the Town of Dundurn.
6. **“Social Media Team”** means Town staff tasked with administering, posting and reviewing content of the social media sites.
7. **“Town”** means the Town of Dundurn.

POLICY

8. The Social Media Team shall be responsible for:
 - a) Overseeing social media sites and tools for official use;
 - b) Ensuring consistent messaging and imaging for all social media sites;
 - c) Generating, monitoring, updating, editing, responding to, and/or removing content within corporate social media sites to ensure accuracy and adherence to this policy;
 - d) Providing access to official users; and
 - e) Overseeing the social media accounts including their creation and destruction.
9. The Town of Dundurn is committed to operating its social networking site as an effective method of communication with interested users. Site will be monitored during the regular business hours of Monday to Friday, 9:00 a.m. to 5:00 p.m.
10. Pinned on top of the social media site is the *Social Media Community Guidelines* that clearly specify what content is unacceptable and that such content will be subject to removal without notification. The Town of Dundurn reserves the right to edit, modify, and/or remove comments or content containing any of the following:
 - a) Profane or inappropriate language or content;
 - b) Personal attacks on individuals or specific groups;
 - c) 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;
 - d) Content considered to be defamatory, disrespectful, or insulting to Town staff and elected officials;
 - e) Sexual content or links to sexual content;
 - f) Conduct or encouragement of illegal activity;



- g) Content for the purposes of promoting or opposing a candidate for municipal, provincial or federal election; and
 - h) Content that is believed to be inappropriate in the opinion of the Town of Dundurn Social Media Team.
11. Public comments are permissible, however, the Town of Dundurn reserves the right, but assumes no obligation, to reply, review, approve, deny or remove any content. The social networking site is provided on an “as is” and “as available” basis. The Town makes no representations or warranties of any kind, expressed or implied, as to the sites’ operation or the information, content, or materials included on these sites. The Town will not be liable for any damages of any kind arising from the use of or inability to use these sites. Users expressly agree to use these sites solely at their own risk.
12. A comment posted by a member of the public is the opinion of the poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town of Dundurn nor do such comments necessarily reflect the opinions or policies of the Town of Dundurn. No responsibility or liability shall be assumed by the Town for any content posted on the site.
13. The Town does not collect information for commercial or marketing purposes, nor does it sell, exchange, or otherwise distribute the information collected through its use of social networking sites for commercial or marketing purposes. Also, the Town will not, under any circumstances, use any information provided by users for any purpose that is inconsistent with the purpose for which the information was provided, as stated on the social networking site.
14. Municipal Employees and Councillors who are not members of the Social Media Team shall not publish or comment via social media in any way that suggests they are doing so in connection with or as representatives of the Town of Dundurn.
15. The Town of Dundurn expects all Employees and Councillors who use social media to do so without breaching their duties to the Town and adhere to their respective Codes of Conduct. Employees and Councillors should consider the following:
- a) Even if you don’t explicitly identify yourself as a Municipal employee or councillor, others may identify you as an employee or councillor by your name, your place of work, a photograph, or by the content you post.
 - b) Identifiable Municipal employees should make it clear that their position does not officially represent the Town’s position. Use phrases such as “in my personal view” or “Personally...” to communicate that you are expressing personal views.
 - c) Do not use visual cues that suggest you represent the Town of Dundurn.
 - d) Do not circulate any organizational or confidential information, such as internal deliberations about how decisions are made, personal information, such as client or employee information, or negative comments about the Town of Dundurn, Councillors, Employees, or residents.



- e) Do not disparage or embarrass the Town, Council, Employees, and others associated with the Town of Dundurn.
 - f) Do not engage in workplace discrimination or harassment, or activity that includes inappropriate comments, photographs, links, etc.
16. Employees and Councillors are expected to conduct themselves professionally both on-and-off duty. Even when an Employee does not publicly associate themselves with the Town on social media, some if not all materials associated with their page may be perceived to reflect upon the Town of Dundurn.
17. The Town of Dundurn reserves the right to change, at any time, and at the Town's sole discretion, the terms, and conditions of use.