

Village of Port Clements

Social Media Policy

Policy No. 12, 2015

Prepared by Chief Administrative Officer Kim Mushynsky

Adopted: May 4, 2015

POLICY PURPOSE

The purpose of this social media policy is to establish appropriate Staff and Council principles to guide how they represent the Village in an online, official capacity when they are speaking about the Village of Port Clements. For the purposes of this policy, social media is defined as websites and applications that enable users to create and share content or participate in social networking.

MONITORING

Village of Port Clements social media accounts will be monitored at least once per day Monday to Friday excluding Statutory Holidays.

POSTING

Employees and Council are representatives of the Village of Port Clements. As such they are expected to act with integrity when participating in any form of Social Media whether or not the activity takes place on personal or business time.

Tone shall be positive and professional.

Content, comments or links containing any of the following will not be allowed on the Village of Port Clements media sites:

- Contain abusive, obscene, indecent or offensive language
- Include defamatory, harassing or hateful remarks
- Encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial or national law.
- Are contrary to the principles of the Canadian Charter of Rights and Freedoms.
- Contain content from in-camera meetings.

RESPONDING TO COMMENTS & INQUIRIES

When an inquiry is posted that is general in nature and deemed useful for Village residents, responses will be posted back to the original commenters thread.

Should an inquiry be made that is specific to a resident's property or more personal in nature, the response shall be to request the individual to call the office for more information.

If there is a negative post, the Village will determine whether the best action is to respond or to delete the post.

PERSONAL USE OF SOCIAL MEDIA

Staff or Council may not use a Village of Port Clements email address to set up a personal Social media account. In their capacity as private citizens, Staff and Councillors have the same rights of free speech as other citizens; however, they DO NOT have the right to represent the Village of Port Clements in their personal social media activity. Keep in mind when publishing information online that it can often be seen by more than just family and friends and can be forwarded on to an unintended audience. Staff and Council should also remember that thoughts they publish may be misunderstood as expressing the positions or opinions of the Municipality by virtue of their position within the Village of Port Clements. Caution is therefore advisable.


Village of Port Clements Staff and Council are expected to conduct themselves professionally whether on or off duty. If Council or Staff identify themselves as having a legal or employment relationship with the Village of Port Clements then all materials associated with their social media may reflect on the Village of Port Clements and therefore may be subject to the Freedom of Information and Protection of Privacy Act (FOIPPA).

Village of Port Clements Staff and Council shall not criticize the Village, Council or co-workers in social media. Inappropriate comments, photographs, links, etc. related to the Village of Port Clements could result in disciplinary action.

During election periods, Staff should refrain from following/liking political candidates as this could create a perception of implied endorsement of the candidate.



Mayor Ian Gould



Kim Mushynsky - CAO