

Social Media Policy

Township of Springwater

A. Policy Statement:

The Township of Springwater is committed to communicating with residents, visitors and businesses using a variety of mediums, including social media as outlined in the *2016-2018 Township of Springwater Strategic Plan*.

B. Purpose:

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

C. Scope:

This policy applies to all Township employees with respect to their activities on Township of Springwater Corporate Social Media accounts. It further applies to all followers and participants on corporate social media accounts.

D. Definitions:

“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, Twitter, YouTube, LinkedIn, Flickr, Instagram, Pinterest and Periscope.

“Social Media Moderators” refers to a Township of Springwater employee who is appointed by the Communications Department or the CAO and is responsible for creating and approving content, posting to and monitoring corporate social media accounts on behalf of the Township.

“Corporate Use” refers to approved activity on any social media account that is owned, operated and maintained by the Township of Springwater.

“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.

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

“YouTube” is a social media network that allows users to create an account or ‘channel’, upload and share video content, search and browse video content, comment on posted videos and subscribe to other users channels. Users are also able to ‘live stream’ events using this platform.

“Hootsuite” refers to a social media management system for individuals, businesses and/or organizations to collaboratively execute campaigns/messages across multiple social networks from one secure, web-based dashboard. It can be used to launch marketing campaigns, identify and grow audiences, and distribute targeted messages. The platform allows for the scheduling of messages and the assignment of tasks to identified users.

“Users” means anyone with an account on a social media site.

“Visual Identity” means the brand of the Township of Springwater, as outlined in the Corporate Style Guide.

E. General Guidelines of Acceptable Corporate Use

- All Township of Springwater corporate social media accounts will be approved by the Communications Department or the Chief Administrative Officer.
- All sites will be maintained by a designated social media moderator who is trained regarding best practices for social media use, internal protocols, procedures and guidelines.
- All corporate social media accounts, along with their login and password information, will be owned by the Township of Springwater and not the individuals managing the content. The Township will maintain a list of all approved social media accounts and their login and password information.
- Social media moderators will be trusted to have access to login and password information of one or all social media accounts.
- The use of social media will adhere to
 - Springwater’s policies and guidelines, including but not limited to the *Code of Conduct*, *Electronic Communications Policy*, *Corporate Communications Policy*, *Use of Corporate Resources during an Election Year Policy*, and the *Municipal Freedom of Information & Protection of Privacy Act (MFIPPA)*.
 - Follow the guidelines and terms of use laid out in this policy.
 - The terms of service of the applicable social media platform.

F. Account Set-Up

- New corporate social media accounts are subject to the approval of the Communication Department or the Chief Administrative Officer.

- Where possible, all social media accounts will clearly indicate that they are owned and administered by the Township of Springwater.
- Where applicable, all social media accounts should conform to the Township of Springwater Visual Identity Guidelines.
- All social media accounts will be set-up with a corporate user identity and remain the property of the Township of Springwater.

G. Ongoing Maintenance

- The Municipality is committed to the accurate, transparent and timely sharing of information. The proper training of all social media moderators and designates will ensure that all social media accounts and users reflect this standard.
- In an effort to minimize risk to the Corporation, Social Media Moderators will:
 - Monitor social media channels regularly for inappropriate content and remove it in accordance with this policy.
 - Review all comments and questions and determine if a response is required.
 - If a response is required, Social Media Moderators will respond in a timely manner.
- The Township website will remain the primary source of information for the Municipality, as such, social media posts will direct users to the website for additional information

H. Inappropriate Content

- Content posted to the Township's corporate social media sites shall be related to Township business. The Township reserves the right to remove content that is deemed inappropriate, or in violation of the social media policy, without notice.
- Inappropriate content may include, but is not limited to:
 - **Confidential Information:** Content that provides the personal information of individuals without their consent, or share confidential or proprietary information.
 - **Copyrighted Material:** Any content that violates the legal ownership interest of another party.
 - **Discriminatory Language or Harassment:** Includes personal attacks on an individual or specific group, and or content that promotes, perpetuates or fosters discrimination on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status or disability.
 - **Profane Language or Sexual Content:** Includes profane or abusive language and content that is sexually explicit.
 - **Personal Political Content:** Includes content that supports or opposes a candidate for municipal, provincial or federal election, political campaigns or matters before Township of Springwater Council, personal comments or opinions of Township staff or elected officials, or any personal opinions of political process.

- **Personal Religious Content:** Includes content that promotes an individual religion or religious service.
- **Commercial Endorsement or Solicitation:** Includes content that is commercial in nature and that attempts to endorse, advertise or sell the products or services of an individual, business or organization.
- **Promotion or Conduct of Illegal Activity:** Includes content that conducts or endorses illegal activity, does not comply with municipal, provincial or federal legislation, or content that may compromise the safety or security of the public or public systems.

Any content that is removed under these guidelines will be documented with the date, time and reason for removal.