

**THE CORPORATION OF THE
TOWNSHIP OF EDWARDSBURGH/CARDINAL**

BY-LAW NO. 2013-36


“A BY-LAW TO ADOPT A SOCIAL MEDIA POLICY”

WHEREAS Municipal Council deems it advisable to adopt a policy with respect to social media accounts of the Township of Edwardsburgh/Cardinal;

NOW THEREFORE: The Council of the Corporation of the Township of Edwardsburgh/Cardinal enacts as follows:

1. The Social Media Policy attached hereto as Schedule “A” and forming part of the by-law is hereby adopted.
2. That this by-law will come into force and take effect on its passing.

By-law passed, signed, and sealed in open Council this 24th day of June, 2013.



Mayor



Clerk

Township of Edwardsburgh/Cardinal Social Media Policy

1. Purpose

- 1.1 This policy establishes enforceable rules and criteria for the professional use of social media (including but not limited to Facebook and Twitter) by representatives of the Township.
- 1.2 This policy:
 - (i) Outlines how social media sites will be created, maintained and retired by Township staff;
 - (ii) And provides guidelines for the conduct of the Township's staff and representatives who use social media.
- 1.3 This policy is necessary in order to:
 - (i) Disseminate information from the Township, about the Township, to its citizens on a wider more accessible platform;
 - (ii) Protect the reputation and image of the Township during the use of social media;
 - (iii) Limit the liability of staff and elected officials;
 - (iv) And manage brand integrity and identity.
- 1.4 The Township's sponsored social media sites will be used in a professional manner and will be consistent and secure. This policy is intended to operate within, and be consistent with, existing provincial and federal laws and municipal policies in areas such as harassment, discrimination, freedom of information, copyright, defamation, discipline and misconduct.

2. Policy Statement

- 2.1 The Township of Edwardsburgh/Cardinal uses various tools to share information and communicate with the public, its stakeholders, partners and the media. Social media platforms offer a way to deliver public information and customer service as well as offer a means for the public to interact with the Township. In general, the Township supports the use of social media technology to enhance communications, collaboration, and create an exchange of information to meet its business and community development goals.

3. Scope

- 3.1 This policy applies to all of the Township's representatives who use social media on the Township's behalf.

4. Governing Rules and Regulations

- 4.1 The Township's approved social media sites shall only be used for the purposes of furthering the Township's interests in a manner that protects the Township's reputation.
- 4.2 It is the responsibility of the CAO to approve access to and use of all social media, including the creation of any social media sites or accounts relating to or broadcasting views on behalf of the Township.
- 4.3 The CAO will ensure the Township's social media sites are evaluated annually to ensure they continue to be relevant and meet the Township's requirements or expectations. Should they no longer meet these purposes, the site shall be retired.
- 4.4 The CAO reserves the right to close social media sites that are deemed unsuitable, inappropriate or in violation of this policy.
- 4.5 Social media platforms must comply with all applicable federal, provincial and local laws, including all of the Township's by-laws, policies and procedures. This includes, but is not limited to, adherence to laws and policies regarding copyright, human rights, public records, privacy laws, confidentiality, security, collective agreements, human resource and information technology policies, and any other applicable policies established by the Township.
- 4.6 All use of social media shall be documented and maintained in an easily accessible format that tracks account information and preserves items.
- 4.7 The usage of social media or the creation of a social media site shall not in any way negatively impact or compromise the performance or security of the Township's communications and technology systems.
- 4.8 Social media sites will use approved names and official titles.
- 4.9 Social media site settings should be as open as possible to allow the public to view content without requiring membership or subscription.
- 4.10 Any login information, user names, passwords, and account information shall be provided to the CAO in addition to the staff responsible for using and maintaining the site.
- 4.11 The CAO is responsible for ensuring staff follows the procedures set forth in this policy and monitoring the sites for appropriate use by designated staff.
- 4.12 The Township's website shall remain the primary and predominant source for internet information. Where possible, social media sites should link back to the Township's

website or relevant webpage for in-depth information, forms, documents or other online services.

- 4.13 Without limitation, all content uploaded to a corporate, online social media site shall at all times be consistent with the Township's mission, values and policies. It should be understood that online resources are not private; information posted on such resources is public.
- 4.14 Social media sites shall be updated regularly to ensure the information and content provided is current, accurate and useful. As a general rule, information and content should be updated at least once per week.
- 4.15 All content created by representatives using the social media must be professional and consistent with the Township's policies and meet the Township's standards.
- 4.16 Social media sites shall be maintained to ensure that responses to the public are made in a timely manner and in accordance with any Township policies.
- 4.17 Information posted on social media sites must be related to official Township business.
- 4.18 Staff responsible for posting comments on social media sites are prohibited from disseminating any private organizational information, such as internal deliberations about how policies or decisions are made, or any negative comment regarding the Township.
- 4.19 All comments or posts shall be made in accordance to the Code of Conduct for Employees of the Township of Edwardsburgh/Cardinal.
- 4.20 The CAO reserves the right to edit, restrict or remove any content that is deemed in violation of this policy or any applicable law. Inappropriate content must be removed immediately.
- 4.21 The Social Media Policy shall be made publicly available online either on the Township's website or on individual social media sites.
- 4.22 Township representatives who publicly display their affiliation to the Township and who choose to utilize social media in their personal lives shall clearly note they are representing their personal views and not the views of the Township. Representatives are subject to established Employee and Council Codes of Conduct.
- 4.23 At no time shall users reveal, disclose or discuss:
 - (i) Matters which have confidentiality requirements.
 - (ii) Identifiable and/or personal information about another staff member, elected official, or citizen that is not publicly known, and without consent.

- (iii) Information gained from or about companies or other third parties as contracted with the Township to provide goods, programs and/or services.

4.24 Posts involving the following will not be tolerated:

- (i) Content that violates the Criminal Code of Canada or the Ontario Human Rights Code;
- (ii) Proprietary and confidential Township information;
- (iii) Discriminating statements, sexual innuendos, obscene language, and comments that are offensive to an individual, individuals or organization as determined by the Township;
- (iv) Threatening, derogatory or defamatory statements;
- (v) Content that violates any of the Township's policies or By-Laws;
- (vi) Comments not related to the original topic, including random or unintelligible comments;
- (vii) Promotion of commercial services or products except for services and products available from the Township;
- (viii) Comments in support of or opposition to political parties or campaigns or any other personal political content;
- (ix) Any other content that the Township deems unsuitable or undesirable for the social media site.

4.25 All Township social media sites must include a general disclaimer stating that any content posted or submitted is subject to public disclosure.

4.26 Any representative who becomes aware of an accidental or intentional privacy breach or violation of any rule or regulation must report it to the CAO in a timely fashion.

5. Other

5.1 When a social media site is deemed to no longer meet the needs of the Township it shall be decommissioned, retired and shut down by the maintaining staff or by other staff as required.

5.2 A site may be decommissioned for any of the following reasons, though not limited to these reasons:

- (i) The site is no longer required;
- (ii) The site is not regularly used or maintained;

- (iii) The site no longer reflects the mission, values, policies or culture of the Township; and
- (iv) The site poses a security risk or other risk to the Townships technological infrastructure.

6. Administration

- 6.1 The CAO may issue further terms of use for the use of social media and maintenance of social media sites.
- 6.2 A copy of this policy shall be provided to all representatives of the Township of Edwardsburgh/Cardinal.

7. Disclaimer

- 7.1 The Township is not responsible for comments made by subscribers or members related to its social media applications. The Township reserves the right to remove any content that is inappropriate for any reason and at any time. Third-party social media sites are private businesses with their own terms of service and privacy policies. The Township does not accept any responsibility for the operation of third-party social media sites and is unable to guarantee the privacy of individuals who access content provided to such sites by the Township.