



# District of Lantzville

Incorporated June 2003

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**Policy No.: 3000 - 10**

**Date of Implementation: May 25, 2016**

**Council Resolution: C16-100**

## ***Social Media Policy***

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### **PURPOSE**

The District of Lantzville social media policy establishes and outlines the principles of use for the District when engaging and posting on the District's social media accounts.

### **POLICY**

The District uses online social media accounts (Twitter, YouTube) and website to communicate District initiatives, goals and objectives with the community and various stakeholder groups.

The goal of the District's social media accounts is to inform the community about District happenings and events and provide additional platforms for direct engagement. The District's social media accounts are not intended to be used for political forums or information outside the District's intent.

### **PRIMARY GOALS**

- Increase awareness of municipal services and events such as public notices, upcoming Capital Projects, District sponsored events, and other municipally involved events.
- Link the reader to further information on the District's website through simple, engaging messages.
- Disseminate time-sensitive information quickly.
- Provide additional means to gather community comments and perceptions regarding the District and its initiatives.
- Develop trust and opportunities to build stronger relationships with community members.
- Correct misinformation, remedy mistakes, or alter services.
- Utilize social media as an additional way to collaborate with the public and other municipalities on mutually beneficial programs and initiatives.
- Provide support to Council's Strategic Priorities Item: *Communication, Engagement, and Transparency*.

## **SCOPE**

- This policy applies to social media use for official and authorized District purposes.
- This policy shall apply to all District employees and others who have been authorized by the District's Chief Administrative Officer to post information on corporate social media sites in an official capacity on behalf of the District. It does not apply to personal use of social media conducted on personal equipment.
- Social media profiles and websites representing the Mayor and Members of District Council are exempt from this policy, as are sites representing individuals and Committees of Council that do not fall under District employee mandate or this policy.
- Social media profiles and websites representing Members of Council will not act as official information media platforms on behalf of the District of Lantzville. Any information to be communicated to the District's followers via social media will be provided by the District's Chief Administrative Officer or designate(s).
- Council should include an "in my opinion" disclaimer either within the banner of their individual social media site(s) or separately when making follow up posts to District social media postings and when creating original posts pertaining to District-related business.

## **RESPONSIBILITY**

The Chief Administrative Officer (CAO) will be responsible for maintaining a list of all social networking application domain names in use, the names of all employee administrators of these accounts, as well as the associated user identifications and passwords.

The posting of content and engagement on behalf of the District will be the responsibility of the District's CAO or designate(s). All other employees must have permission by the CAO prior to posting.

The District will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional.

When representing the District on social media, employees are expected to communicate in a respectful and professional manner and in accordance with all District policies. Employees are not permitted to discuss personal or confidential information on social media sites, whether through public posts or private messages. Non-compliance by District employees may result in discipline.

## **GUIDING PRINCIPLES OF APPROPRIATE USE**

The District's social media followers and engagers must abide by the following principles of appropriate use or may be subject to removal. The District of Lantzville reserves the right to remove posted online content, comments or links which contain any of the following from the District's social networking sites:

- Comments not relevant to the particular posting by the Chief Administrative Officer or designate(s);
- Slanderous or derogatory remarks, obscenities, profane language or sexual content;
- Content that endorses, promotes, 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 sponsors, affiliations, or business partnerships;
- Promotion of political candidates;
- Promotion of illegal activity;
- Spam or irrelevant external links;
- Information that may compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party.

## **AVAILABILITY**

The District updates and monitors social media accounts during regular office hours. As customer service is a priority, every attempt will be made to respond to all inquiries via social media in a timely manner during office hours; however, the usual ways of contacting the District for official correspondence is encouraged. The District assumes no responsibility for delay in responding to comments and concerns, or lack of service due to site related downtime or issues.

## **RECORDS**

All District of Lantzville social networking sites shall adhere to applicable Provincial, Federal and local laws, regulations and policies including all Information Technology and Records Management policies and other applicable District of Lantzville policies.

*The Freedom of Information & Protection of Privacy Act* applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with the Act.