



## Town of Digby

### Administrative Policy # 2017-001

#### Social Media Policy

##### **Purpose:**

This policy outlines the standards and principles of communicating in the online world when it relates to discussing, sharing or commenting on Town of Digby business through social media.

##### **Definitions:**

- **Personal information:** mean information about an identifiable individual recorded in any format that may include: race, national or ethnic origin, color, religion, age, sex, sexual orientation, marital status, education, medical, criminal or employment history, religious or political beliefs or associations, financial transactions, identifying number or symbol, address, fingerprints, blood type, personal email address, and name where it appears with other personal information, picture, personal views.
- **Social Media:** means the online technologies and practises that are used to share information and opinions and build relationships. It can involve a variety of formats, including text, pictures, video, audio and real time dialogues. It includes, but it not exclusive to, such things as websites, social networks, discussion forums, blogs, wikis and podcasts.
- **Town:** means the corporation of the Town of Digby.

## **Policy Statement:**

Social media provides a useful means for Town Council and employees to communicate with each other, with community partners and with citizens.

## **Content:**

- Updates to social media sites, webpages, accounts and channels being used for Town business shall be created and posted with the knowledge and consent of the Chief Administrative Officer (CAO) or designate.
- The Chief Administrative Officer shall appoint an employee to monitor and maintain content on official town website(s) and social media site(s).
- Where possible, all social networking sites will clearly indicate that they are maintained by the Town of Digby and will have the Town of Digby logo or other approved image and contact information displayed.
- Town of Digby social networking sites will include an introductory statement that clearly specifies what content is unacceptable and will be subject to removal without notification.
- To protect personal information, the Towns social media moderators will not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders in posts, blogs or comments without their previous written approval.
- To maintain consistency and ensure accuracy, the same or similar content and links will be posted to all Town of Digby online sites and services in a timely manner whenever possible.
- Town of Digby social networking content and comments containing any of the following forms of content shall not be allowed for posting:
  1. Profane language or content;
  2. Personal attacks on individuals or specific groups;
  3. Content that promotes, fosters, or perpetuates discrimination;

4. Content or comments not topically related to a particular social media thread;
  5. Sexual content or links to sexual content;
  6. Content of the purposes of promoting a candidate for municipal, provincial or federal election;
  7. Content that violates a legal ownership interests of any other party;
  8. Content that poses an insurance/liability risk to the Town of Digby;
  9. Content that is believed to be inappropriate in the opinion of the Town of Digby CAO or designate.
- Any content removed based on these restrictions must be retained, including the time and date of posting and the identity of the poster, if available.
  - The Town of Digby will not conduct activities that are illegal or contrary to the Town of Digby's policies.
  - The Town reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

### **Employee Responsibility:**

Employees for the Town of Digby should consider the following when discussing, sharing or commenting on Town business on personal social media sites, networks and/or personal websites:

- Use of an employee's Town email address, communicating in an official capacity, or discussing Town business on personal or corporate social media sites and/or personal websites will constitute conducting Town business.
- Any Town of Digby employee engaged in online electronic dialogue that involves information about Town of Digby business, including dialog or information posted to personal social networking sites and/or personal websites, is also required to meet a standard that mandates:
  1. **Transparency of Origin.** The Town requires that employees disclose their employment or association with the Town of Digby in all

communications when speaking about the Town of Digby or Town of Digby business.

2. **Accurate information.** Communications on all social networking sites should be based on current, accurate, complete and relevant data. Anecdotes and opinions should be identified as such.

3. **Protection of Confidential and Proprietary Information.** Town of Digby employees must maintain the confidentiality of information, including Town financial and business information, citizen and/or customer personal information, personal information about Town Councillors, partner and/or supplier information, personal employee data, or any other information not generally available to the public.

- Town staff to Town staff communications for the purpose of conducting official Town business should not take place using any social media tool.
- Recognizing the benefit of monitoring online stakeholder input into town issues and the potential need for the Town to respond to and/or correct information, Town staff can access social media sites during work hours provided that they are related to or contain posts or discussions related to Town business.
- Town staff are not permitted to access their personal social media pages during work time unless they do so during break or lunch hour.


**Clerk's Annotation for Official Policy Book**

Date of Notice: **December 19, 2016**

Date of adoption: **January 2, 2017**

Policy effective date: **January 2, 2017**

I certify that this **Social Media Policy** was adopted by Council as indicated above.



**Clerk**

**January 3, 2017**

**Date**