



**THE CORPORATION OF THE TOWN OF GODERICH  
BY-LAW NO. 4 OF 2016**

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**BEING A BY-LAW TO ESTABLISH A SOCIAL MEDIA POLICY**

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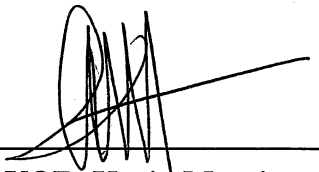
**WHEREAS** the Council of the Corporation of the Town of Goderich wishes to establish a social media policy;

**THE COUNCIL OF THE CORPORATION OF THE TOWN OF GODERICH ENACTS AS FOLLOWS:**

1. That the "Town of Goderich Social Media Policy" attached hereto as Schedule "A" and Schedule "B" be and is hereby adopted.
2. That Schedule "A" and Schedule "B" are deemed to form part of this by-law. Appendices "A" and "B" are provided for information purposes only and subject to change.
3. That the Mayor and Clerk are hereby authorized to execute and affix the Corporate Seal.

**READ A FIRST AND SECOND TIME ON THE 11th DAY OF JANUARY, 2016.**

**READ FOR A THIRD TIME AND FINALLY PASSED THIS 25th DAY OF JANUARY, 2016.**

  
\_\_\_\_\_  
**MAYOR, Kevin Morrison**

  
\_\_\_\_\_  
**DEPUTY-CLERK, Lee Ryan**

**Schedule "A"**  
**Town of Goderich**  
**Social Media Policy for Designated Moderators**

**PURPOSE:**

To identify responsibilities for the authorization, establishment, and administration of official Town social media accounts, and to establish acceptable corporate use of social media by designated communicators.

The Town of Goderich recognizes that there is both value and public interest in its participation in social media. Furthermore, the Town should support employees by stating clear expectations about the corporate use of social media.

It is important the Town of Goderich take a measured, strategic approach to the implementation of social media to avoid potentially damaging consequences such as the presence of out-of-date information, the failure to provide appropriate and accurate information to citizens, or the misrepresentation of municipal policies, services, or values.

All employees who use or manage corporate social media accounts on behalf of the Town of Goderich are expected to understand and follow this policy.

**DEFINITIONS:**

Employee – an individual who is hired for a wage or salary to perform work for the municipality.

MFIPPA – Municipal Freedom of Information and Protection of Privacy Act.

Social Media – web-based applications that allow users to interact, share and publish content such as text, links, images, audio and video. Examples of social media platforms include Facebook, Twitter, LinkedIn, YouTube, Flickr, Instagram, Pinterest, wikis and blogs.

Corporate Accounts – any social media account established by the corporation, bearing official corporate branding (i.e., a visual identity or other insignia) and identified as representing the corporation or one of its departments.

Corporate Use – management approved activity on any social media platform or account that is operated and maintained by the Town of Goderich.

Designated Social Media Moderator – a Town of Goderich employee who is appointed by the Clerk or his/her designate, and is responsible for creating content, posting to and monitoring a corporate social media account on behalf of the Town or one of its departments, programs or services.

Privacy – posts containing Personal Information must be in compliance with:

- a. The requirements for the collection of Personal Information under MFIPPA;
- b. The requirements for use and disclosure of Personal Information under MFIPPA;
- c. The requirements for securing Personal Information under MFIPPA.

**POLICY:**

Approval of Corporate Social Media Accounts

1. The establishment of corporate social media accounts shall be approved by Council. Recommendations by staff to use or change the use of existing social media platforms or accounts shall be submitted to the Clerk or his/her designate using the attached Social Media Control Form (see Appendix B). The Social

Media Control form(s) will be presented to Council for information if deemed necessary.

2. Committees of Council and Liaisons are subject to the Town's Social Media Policy. Boards that function in conjunction with the municipality are permitted to adopt this Policy as their own.

#### Ownership and Administration of Corporate Social Media Accounts

1. All corporate social media accounts, along with their login and password information, will be owned by the Corporation of the Town of Goderich, and not the individuals managing the content.
2. Corporate social media accounts shall be administered by Town staff who are Designated Social Media Moderators, as appointed by the Clerk or his/her designate.
3. Designated Social Media Moderators will be trusted to have access to login and password information that is owned by the Corporation of the Town of Goderich. All user names and passwords will be set and/or changed with the prior notification and permission of the Clerk or his/her designate.
4. All Designated Social Media Moderators shall be trained in this policy.

#### Acceptable Corporate Use of Social Media

1. The corporate use of all social media by the Corporation will adhere to:
  - a. Applicable provincial and federal laws, regulations;
  - b. The Terms of Service and Use of each social media platform;
  - c. All applicable Town Policies, and by-laws including, but not limited to MFIPPA, E-Mail and Internet Access Policy, Town Equipment Policy, Hiring Policy, Health and Safety Policy and Program, and Accountability and Transparency Policy.
2. Corporate use of social media on behalf of the Corporation must be in accordance with the following expectations and guidelines:

#### *Account Set-Up*

1. Corporate social media accounts will clearly indicate that they are owned and maintained by the Town of Goderich. Where possible, corporate accounts will display: the Town of Goderich logo; applicable contact information; and a hyperlink to the Town's municipal website ([www.goderich.ca](http://www.goderich.ca)).
2. Each corporate social media account shall display or link to a disclaimer that states: "The Town of Goderich is not responsible for content posted by other users. Information that is not in compliance with the Town's social media policy, this site's Terms of Use, or with applicable law will be removed at the Town's discretion without notification."
3. Each corporate social media account shall include an introductory statement which clearly specifies the purpose of the account.

#### *Account Use / Management*

1. Corporate social media accounts are for the purpose of conducting Town business and supporting Town objectives only. Acceptable activity includes:
  - a. Distributing public notices and information related to official Town business.
  - b. Promoting and providing information on Town of Goderich events, programs and services.
  - c. Driving traffic to the Corporation of the Town of Goderich's municipal website.
  - d. Responding to inquiries and questions.
  - e. Providing a platform for consultation and public input on Town projects, where appropriate.
2. The Economic Development/Tourism Coordinator (Department Head) will lead the regulating and monitoring of the Town's corporate social media accounts to ensure all content is in compliance with the policy guidelines.
3. Department Heads will be responsible for regulating social media content and overseeing the management of corporate social media accounts.

4. Wherever possible, links to more information should direct users back to the official Town of Goderich website ([www.goderich.ca](http://www.goderich.ca)) for more information, forms, documents or online services necessary to conduct business with the municipality.
5. Published content must be accurate and consistent with corporate information, messages and policies.
6. Published content should exhibit the same level of professionalism as any other means of internal and external business communications.
7. Before publishing content to/via a corporate social media account, Designated Social Media Moderators must verify the information with the appropriate individuals. Misinformation should be corrected information in a timely, positive and professional manner.
8. Designated Social Media Monitors and all spokespersons for the municipality must ensure that their statements maintain a clear, singular, and corporate identity and are consistent with other corporate statements.
9. Use of corporate social media accounts should not disclose confidential information, or personal information without prior consent.
10. Social media use and interactions in and related to emergency situations is prohibited for all Town employees. Press announcements in emergency situations can only be developed and released through the Town's Emergency Operations Control Group.

#### *Inquiries and Comments*

1. Comments posted to or directed to the Town's corporate social media accounts will not be considered as citizen's requests for assistance, formal complaints, or submissions to Council. Requests for assistance, formal complaints or Council submissions will continue to be submitted to the Clerk or her/her designate, in writing.
2. Interactions with residents via corporate social media accounts, particularly in response to conflict or complaints, should encourage civic engagement by being honest, transparent, and polite.
3. Corporate social media accounts should be monitored frequently for engagement, inquiries and comments
4. Designated Social Media Moderators should respond to inquiries and comments, where necessary, within an appropriate time frame. (Typically within one (1) working day).
5. Corporate responses to engagement, inquiries and comments should be guided by the Social Media Response Chart, attached as "Appendix A."

#### *Inappropriate Content*

1. Inappropriate content, as determined by the Corporation, will be subject to removal without notification. The Town's E-Mail and Internet Access Policy, Hiring Policy, Health and Safety Policy and Program, Accountability and Transparency Policy, and Code of Conduct Policy outline examples of inappropriate content that must be removed if posted.
2. Inappropriate content posted by Town employees, regardless of whether they are using social media to carry out their responsibilities, will be brought to the attention of the Clerk or his/her designate. The Clerk will discuss the matter with the CAO, and if deemed necessary, bring the matter to the attention of Council under Section 239 of the Municipal Act (an identifiable individual).
3. Any contact that is deemed inappropriate or does not adhere to the social media policy must be immediately brought to the attention of the Clerk or his/her designate.

#### *Accessibility*

1. The Town of Goderich is committed to the principle of accessibility and is required to comply with communications and information provisions within the Accessibility for Ontarians with Disabilities Act (AODA). As such, the Town must be able to facilitate the delivery of material communicated through corporate social media accounts in alternate formats, if requested.

*Records Management*

1. All information posted or forwarded to one of the Town's corporate social media accounts becomes part of the Town's records and is subject to MFIPPA and the Town's Retention By-Law.

Town staff who fail to comply with this Policy may be subject to corrective action or disciplinary action which may include, but not limited to, the following: an apology, coaching, education or training, warning, suspension, leave without pay, or termination of employment. In addition, depending on the nature of the policy violation or the Terms of Use of the Social Media platform, participants may also be subject to civil and/or criminal penalties.

**Schedule "B"**  
**Town of Goderich**  
**Acceptable Personal Use of Social Media Policy for Employees**

The following policy is intended to guide Town employees in the acceptable personal use of social media. Elected officials are guided by the Town's Code of Conduct Policy.

Employees have a responsibility to recognize that their personal use of social media has the potential to affect the Town of Goderich, that posts on social media are subject to laws governing publications, and that care should be taken to ensure that social media use does not cause harm to the Town of Goderich or its employees.

**DEFINITIONS:**

Employee – an individual who is hired for a wage or salary to perform work for the municipality.

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Social Media – web-based applications that allow users to interact, share and publish content such as text, links, images, audio and video. Examples of social media platforms include Facebook, Twitter, LinkedIn, YouTube, Flickr, Instagram, Pinterest, wikis and blogs.

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Corporate Use – management approved activity on any social media platform or account that is operated and maintained by the Town of Goderich.

Designated Social Media Moderator – a Town of Goderich employee who is appointed by the Clerk or his/her designate, and is responsible for creating content, posting to and monitoring a corporate social media account on behalf of the Town or one of its departments, programs or services.

Personal Accounts – any social media account created and maintained by individual employees, and can be identified as such through profile photos, bios (which mention corporate affiliation) or implicit association (i.e., an employee who is known to the public, but does not have his/her town affiliation in the bio).

Personal Use – the use of an individual employee's use of personal social media accounts on any social media platform at any time.

**POLICY:**

**Guidelines for Personal Use of Social Media by Employees**

*In your role as an employee of the Town of Goderich*

1. Employees who are not Designated Social Media Moderators will not generate or respond to content on social media that related to Town of Goderich business, programs or services. Corporate responses to online discussions and inquiries will only be made by a Designated Social Media Moderator through official Town of Goderich communications channels.
2. Use of an employee's Town e-mail address, communicating in an official capacity, or discussing corporate business on or directed at Town social media accounts will constitute as conducting Town business.
3. Staff-to-staff conversations relating to Town of Goderich business will occur in person, or via phone or email systems owned by the Town of Goderich. They will not occur via social media or any other public online channel.
4. Town staff is expected, at all times, to conduct themselves in the best interests of the Corporation.

5. Social media use and interactions in and related to emergency situations is prohibited for all Town employees. Press announcements in emergency situations can only be developed and released through the Town's Emergency Operations Control Group.

*Privacy / Records Management*

1. Information posted on or directed to non-corporate social media accounts is not subject to MFIPPA unless it relates to the discharge of an employee or Council member's responsibilities or some aspect of the Town's mandate.
2. As head of Council, the Mayor is considered an 'officer' of the municipality. The Mayor's records that relate to mayoral duties may be considered to be in the Town's custody or control and therefore subject to MFIPPA and the Town's Retention By-Law.

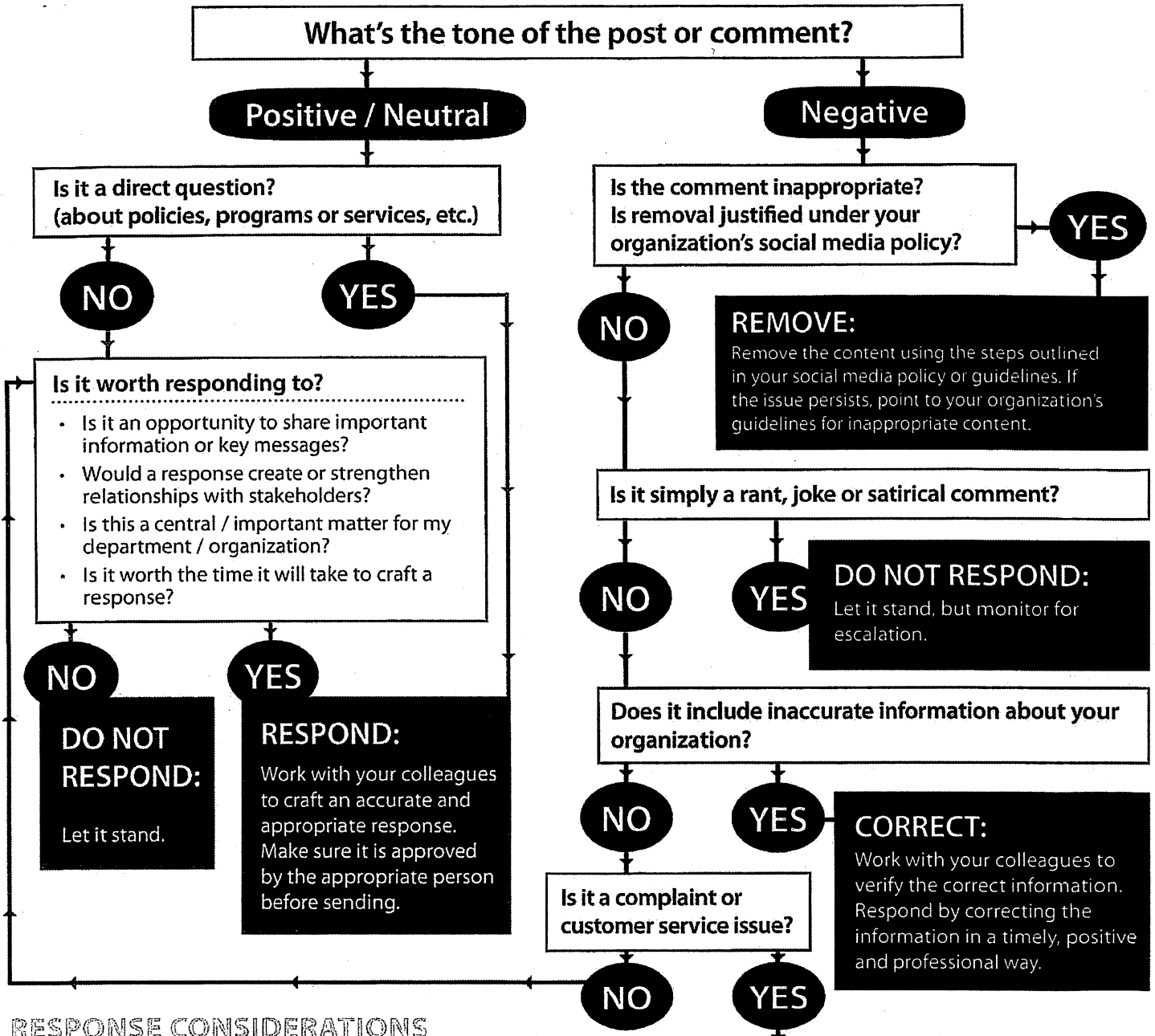
*Using your personal account*

Town of Goderich employees who engage in personal use of social media cannot control the fact that they may be perceived to be representing the municipality. Employees are advised to conduct themselves in a professional manner that respects the following guidelines:

1. Town of Goderich staff will not post to their own personal social media accounts during working hours, unless they are on a designated break or lunch.
2. Staff will not use the Town of Goderich logo, crest, or any other corporate images on their own personal social media accounts.
3. Staff will not link or post a Town of Goderich email address to a personal social media account.
4. The use of job titles/positions of employees on personal social media accounts is discouraged.
5. Town staff shall at all times conduct themselves in a positive, professional, honest, ethical and fair manner in accordance to this policy and related policies.
6. Employees must act in furtherance of protection and maintenance of the public trust and the Town's reputation, and must respect that under Canadian Law, employees have a duty to uphold loyalty, fidelity and confidentiality toward their employer.
7. In accordance with their ability, employees should demonstrate principles of service excellence, personal leadership, effective communications, and fiscal responsibility and promote a healthy workplace.
3. Town employee's will not comment or act to prejudice the public process.
4. While common disclaimers such as "re-tweet does not imply endorsement" or "all views are my own" may help clarify the context of personal social media accounts, Town employees are thereby not absolved from upholding the Town's Social Media Policy.

Town staff who fail to comply with this Policy may be subject to corrective action or disciplinary action which may include, but not limited to, the following: an apology, coaching, education or training, warning, suspension, leave without pay, or termination of employment. In addition, depending on the nature of the policy violation or the Terms of Use of the Social Media platform, participants may also be subject to civil and/or criminal penalties.

# Social Media Response Chart



## RESPONSE CONSIDERATIONS

Keep these things in mind when you're crafting your response:

- **Respect Privacy:** Don't share or invite others to share personal information on public channels.
- **Respect Ownership:** Cite your sources. If you're sharing or drawing from someone else's information or material, then say so.
- **Be Credible:** Stick to the facts and avoid value judgments.
- **Be Appropriate:** Your tone should be appropriate to the situation and should reflect positively on your organization.

## RESOLVE:

Acknowledge the concern and respect their privacy by inviting them to continue the discussion offline. This could be by phone, email, or other customer service channels, depending on what's outlined in your organization's social media policy.

*\* Adapted from the United States Environmental Protection Agency's social media response chart.*

For more resources, visit [www.redbrick.ca](http://www.redbrick.ca).



Appendix 'B'  
SOCIAL MEDIA CONTROL FORM

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

<b>Social Network:</b>	
<b>URL:</b>	
<b>Owner:</b>	
<b>Additional Users:</b> (Users other than the owner that may be posting to the account or who can access the account)	
<b>Purpose or Mission of Account:</b> (General information, special projects, goals, type of content to be posted, etc.)	
<b>Proper Brand Use: Yes/No</b> (Does the account properly represent the Town's image, that selected profile images are suitable, the names and descriptions are correct, etc.)	
<b>Target Audience:</b>	
<b>Temporary or Permanent Account:</b> (if temporary, include end date)	
<b>Additional Information: (optional)</b>	

Signature: \_\_\_\_\_

Social Media Control form reviewed by Dwayne Evans, Clerk \_\_\_\_\_