



PURPOSE:

To establish guidelines for the use of social networking and social media sites by designated Town staff on behalf of the Town and its departments.

AUTHORITY:

- Council Discretion
- Policy #038 – Cellular Phone/PDA Usage Policy
- Policy #056 – Computer Usage and Care Policy
- OH&S Manuel – Policy Statement #2 – Acceptable Use Policy

PROCEDURE:

It is in the best interests of the Town to utilize social media sites to further enhance communications with various stakeholder individuals and groups in support of Town goals and objectives. To that end, Town departments will have the ability to publish articles, facilitate discussions and communicate information specifically relating to Town business through the various social media sites in conformity with the following guidelines:

1. General
 - a) All usage of social media sites by Town departments will be subject to the approval of the Chief Administrative Officer.
 - b) The Town's official web site will be the Town's primary internet presence. Social media sites will be considered as secondary and subordinate to the Town's web site.
 - c) Wherever possible and appropriate, content posted to the Town's social media sites will also be available on the Town's web site.
 - d) Wherever possible and appropriate, content on the social media sites should contain links directing users back to the Town's web site for in-depth information, forms, documents or online services necessary to conduct business with the Town.
 - e) All Town social media sites will conform with the appropriate and applicable Town corporate branding, standards and policies.



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- f) All Town social media sites will conform with provincial legislation and, in particular, *The Access to Information and Protection of Privacy Act*.

 - g) All social media sites will contain a statement that the intended purpose of the site is to serve as a mechanism for communication between the Town and members of the public. Site content or comments containing any of the following will not be permitted:
 - I. Comments not topically related to the particular article/content being commented upon;
 - II. Comments in support of or opposition to political campaigns at any level or applicable to any organization;
 - III. Profane language or content;
 - IV. Comment that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
 - V. Sexual content or links to sexual content;
 - VI. Solicitations of commerce;
 - VII. Conduct or encouragement of illegal activities;
 - VIII. Information that may tend to compromise the safety or security of the public or public systems;
 - IX. Contents that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed as a result of the application of these guidelines must be retained, including the time, date and identity of the poster where available.

- h) The Town reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable legislation. The sites must be developed in such a manner as to ensure that the Town can immediately edit or remove content or comments that are deemed to be in violation of this policy.



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- i) Links to Town of Conception Bay South's social media sites will be available from the Town of Conception Bay South's website. Additionally, all Town of Conception Bay South's social media sites will be linked together where possible.
 - j) Existing computer and computer usage policies remain in effect.

2. Facebook

- a) The Town may create pages in Facebook, not groups or profiles, in order to take advantage of the pages application distinct advantages including visibility, search ability, customization and measurability.
- b) There may only be one Town of Conception Bay South page versus separate pages for each department and the template will be developed by the Administration Department. The type description will be "government".
- c) Tab structure and content will be set by the Administration Department in consultation with user departments keeping in mind sections 2(e) and 2(g) of this policy.
- d) The Chief Administrative Officer will designate an employee to be responsible for monitoring the Facebook page and ensuring that the content is not stale.
- e) Users will be sent first to the Wall to ensure that they are connected to the freshest content. Comments to the Wall will generally be turned off but may be allowed on a case-by-case basis with a request from the department and the approval of the Administration Department. Discussion boards will be turned off.
- f) General content may include public service announcements, job opportunities, events calendar, photo tours, etc. In posting content, attention must be paid to using proper grammar in a standard style. Jargon, slang and abbreviations should be avoided. Photos may only be posted where it is clearly indicated that the Town has a copyright on the photo or the owner of the photo has signed a release. In addition, photos of an individual(s) cannot be posted without the signed personal release of the individual(s). Administrators must remember at all times that the posted content is a representation of the Town of Conception Bay South.



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- g) The use of applications on the Facebook page is restricted unless it can be clearly indicated that the application will serve a specific purpose useful to the Town's business, adds to the user's experience and comes from a trusted source. Applications may only be added if they meet the above criteria and have the approval of the Chief Administrative Officer or his designate.
 - h) An application may be removed without notice if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.
 - i) An electronic copy of page contents will be periodically stored to a Town server.
 - j) The Facebook page will be set up with a Town e-mail account which will be set to receive and archive all user comments and fans joining the page for the purpose of records retention. Any posting removed from the site will be retained in the same format.
 - k) Whenever possible content posted on the Town of Conception Bay South's Facebook page will link back to the Town of Conception Bay South's main Internet communication vehicle – www.conceptionbaysouth.ca. In cases where the length of the link makes it prohibitive to use on a facebook page a link shortening site can be used in consultation with the Network Manager.

3. Twitter

- a) There may only be one official Town of Conception Bay South Twitter account versus separate accounts for each department or activity. The template will be developed by the Administration Department. Secondary accounts will only be used at the discretion of the Chief Administrative Officer and monitored for conformity with the Town of Conception Bay South's graphic standards and social media policy by the Administration Department.
- b) The content and profile structure will be set by the Administration Department in consultation with user departments keeping in mind section 3(d) and 3(e) of this policy.



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- c) The Chief Administrative Officer will designate an employee to be responsible for monitoring the Twitter account and ensuring that the content is not stale.
 - d) General content may include, but is not limited to, public service announcements, job opportunities, events calendar, media releases, service interruptions and pre-approved standardized departmental content. Twitter allows users to send 140-character messages, but every effort must be made to ensure proper grammar and professionalism in each message. Jargon, slang and abbreviations should be avoided. A secondary application must be used to include photographs as part of your messaging – use of secondary applications is not recommended at this time. Administrators must remember at all times that the posted content is a representation of the Town of Conception Bay South. As content cannot be edited once posted to a Twitter account, every effort must be made to ensure its accuracy prior to posting.
 - e) The use of third-party applications through the “Connection” feature of the Twitter profile is not recommended at this time as it gives third-party applications the ability to make changes to your Twitter account.
 - f) An electronic copy of the page contents will be periodically stored to a Town server.
 - g) The Town of Conception Bay South’s Twitter account will be set up with a Town e-mail account, which will be able to receive and archive all direct messages and followers of the account for the purpose of records retention.
 - h) The Town of Conception Bay South’s Twitter account will not automatically follow each account which follows the Town’s Twitter feed. Accounts followed by the official Town of Conception Bay South’s Twitter account are for the purpose of media monitoring. In the event of secondary Twitter accounts, these accounts will allow followers but will not follow any accounts themselves.
 - i) Accounts followed by the Town of Conception Bay South’s Twitter accounts deemed to have inappropriate content will be removed from the Town of Conception Bay South’s following list.
 - j) Whenever possible content posted on the Conception Bay South’s Twitter feed will link back to the Town of Conception Bay South’s main Internet communication vehicle – www.conceptionbaysouth.ca. In cases where the



length of the link makes it prohibitive to use in a Twitter message a link shortening site can be used in consultation with the Network Manager.

- k) The official Town of Conception Bay South's Twitter account will not be used to directly communicate with residents. Residents requesting information or with questions should be directed to the appropriate Town department.

4. YouTube

- a) There may be one official Town of Conception Bay South's YouTube channel versus separate accounts for each department or activity. The template will be developed by the Administration Department. Secondary accounts will only be used at the discretion of the Chief Administrative Officer and monitored for conformity with the Town of Conception Bay South's graphic standards and social media policy by the Administration Department.
- b) The Content and profile structure will be set by the Administration Department in consultation with user departments keeping in mind section 4(e) and 4(g) of this policy.
- c) The Chief Administrative Officer will designate an employee to be responsible for monitoring the YouTube channel and ensuring content is not stale.
- d) Videos will be uploaded to the site in high definition where possible and follow these protocols. All titles will include "Conception Bay South, Newfoundland and Labrador, Canada". All descriptions will include the appropriate link back to the Town of Conception Bay South's website. All tags will include the following: Conception Bay South and Newfoundland. Comments will be set to "Allow all comments with approval" so they can be monitored to ensure they meet our social media policy guidelines. Video responses will be allowed with approval. Ratings will be allowed. All videos will be posted as "public". Embedding and Syndication will be allowed so that videos on the Town of Conception Bay South's website can use the YouTube url. The Date will be the date posted and the Map will indicate Conception Bay South, Newfoundland and Labrador, Canada.
- e) General content may include public service announcements, events, advertisements, instructional videos and educational videos. In posting content please ensure proper grammar is used when posting descriptions.



Videos will only be posted where it is clearly indicated that the Town has a copyright on the content or the video owner has signed a release. In addition, videos of an individual(s) cannot be posted without the signed personal release of the individual(s). Administrators must remember at all times that the posted content is a representation of the Town of Conception Bay South.

- f) The use of third-party applications is not recommended and is not allowed without the consent of the Administration Department.
- g) An application may be removed without notice if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.
- h) An electronic copy of page contents will be periodically stored to a Town server.
- i) The Town of Conception Bay South's YouTube account will be set up with a Town e-mail account, which will be able to receive and archive all subscribers and friend requests of the account for the purpose of records retention.
- j) Subscribers deemed to have inappropriate content will be removed from the Town of Conception Bay South's subscriber list.
- k) Whenever possible content posted on the Town of Conception Bay South's YouTube account will link back to the Town of Conception Bay South's main Internet communication vehicle – www.conceptionbaysouth.ca. In cases where the length of the link makes it prohibitive to use on a YouTube video a link shortening site can be used in consultation with the Network Manager.

5. LinkedIn

- a) There may one official Town of Conception Bay South's LinkedIn company page versus separate company pages for each department. The template will be developed by the Administration Department.
- b) The Content and profile structure will be set by the Administration Department in consultation with user departments keeping in mind section 5(d) and 5(f) of this policy.



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- c) The Chief Administrative Officer will designate an employee to be responsible for monitoring the LinkedIn company page and ensuring content is not stale.
 - d) General content will come from the Town of Conception Bay South's Twitter feed. General content may include, but is not limited to, public service announcements, job opportunities, events calendar, media releases, service interruptions and pre-approved standardized departmental content. In posting content please ensure proper grammar is used. Content will only be posted where it is clearly indicated that the Town has a copyright on the content or the content owner has signed a release. In addition, videos/photos of an individual(s) cannot be posted without the signed personal release of the individual(s). Administrators must remember at all times that the posted content is a representation of the Town of Conception Bay South.
 - e) Job advertisements posted to LinkedIn will contain the same content as available on the Town of Conception Bay South's website and direct candidates back to the Town of Conception Bay South's Internet site for more information and details on how to apply.
 - f) The use of third-party applications is not recommended and is not allowed without the consent of the Administration Department.
 - g) An application may be removed without notice if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.
 - h) An electronic copy of page contents will be periodically stored to a Town server.
 - i) The Town of Conception Bay South's LinkedIn company page will be set up to recognize Town of Conception Bay South's e-mail accounts.
 - j) Products and services listed on the Town of Conception Bay South's LinkedIn company page will link back to and be consistent with information provided to residents on the Town of Conception Bay South's website.
 - k) Whenever possible content posted on the Town of Conception Bay South's LinkedIn company page will link back to the Town of Conception Bay South's main Internet communication vehicle – www.conceptionbaysouth.ca. In cases where the length of the link makes



it prohibitive to use on a LinkedIn page a link shortening site can be used in consultation with the Network Manager.

6. Mobile Applications

- a) As stated in the general policy section, all potential mobile applications created within the Town of Conception Bay South must get approval from the Chief Administrative Officer. All mobile application templates will be developed in consultation with the Administration Department.
- b) The Content and profile structure will be determined by the Administration Department in consultation with user departments keeping in mind section 6(d) of this policy.
- c) The Chief Administrative Officer will designate an employee to be responsible for monitoring mobile applications and ensuring content is not stale.
- d) General content may include, but is not limited to, public service announcements, job opportunities, events calendar, media releases, service interruptions and pre-approved standardized departmental content. In posting content please ensure proper grammar is used. Content will only be posted where it is clearly indicated that the Town has a copyright on the content or the content owner has signed a release. In addition, videos/photos of an individual(s) cannot be posted without the signed personal release of the individual(s). Administrators must remember at all times that the posted content is a representation of the Town of Conception Bay South.
- e) An electronic copy of application contents will be periodically stored to a Town server.

REVISION HISTORY:

Revision:	Author:	Change Made:	Date: