



Policy No. 55/2018

Policy Title: Social Media

Date Adopted: March 27, 2018

Purpose: To establish guidelines and protocols that the Town of Bentley will follow in its use of social media in order to mitigate risks and manage citizen expectations. The Town of Bentley recognizes the use of social media as an additional communication tool to open the line of communication and for the purpose of sharing information and encouraging dialogue with its citizens. It shall be a tool used for promoting the Town of Bentley as a favorable place to live, work and play.

Definitions: **Chief Administrative Officer:** Chief Administrative Officer for the Town of Bentley.

Social Media: Freely accessible, third party hosted, interactive website used to share, post, interact, network, promote or collaborate through text, pictures, audio or videos. Includes, but is not limited to Facebook, Twitter, Instagram and LinkedIn

Official Social Media Account: A dedicated social media page, account or channel sanctioned or created by the Town with the official content posted by Town employees or designates.

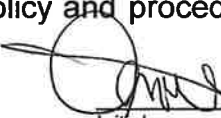
Employee: means a person who is filling a position for the town. This includes permanent, part time or casual employee.

Forum Moderator: means an employee(s) assigned by the Chief Administrative Officer or designate to maintain the social media channels for the Town.

Designate: An employee(s) of the Town of Bentley who have been given the authority to post to the official social media accounts on behalf of the Town.

User created content: means comments, ratings, reviews, tags, opinions or responses provided by an individual or group on a social media site that is not the creation of the Town social media.

- Responsibilities:**
1. Chief Administrative Officer:
 - a) Names the Forum Moderator
 - b) Administers the policy and procedures
 2. Forum Moderator(s)
 - a) Ensures the use of social media complies with the policy and procedures set out



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3. Employees

- a) Ensures that the use of social media complies with the approved policies and procedures for the Town of Bentley and is used only for the purpose of fulfilling job duties

Policy Statement: General Standards

1. This policy shall apply to all Town employees and specifically to Town employee(s) who have been authorized to post information on behalf of the Town on social media sites.
 - a) When a Town employee is acting as an individual participant on an official social media channel, they should exercise caution and good judgement, disclose that their opinions are personal and do not reflect those of the Town.
 - b) When an employee is acting as an individual participant of office social media channels they must not disclose Town information or content they are not authorized to disclose.
 - c) A Town employee must adhere to the Town's Code of Conduct Policy with the expectation of being professional, respectful and courteous when using either internal or external media platforms.
2. The Town social media accounts shall be monitored and maintained by the Forum Monitor with consistency and the overall communication goals of the Town of Bentley in mind. That being to open the line of communication and for the purpose of sharing information and encouraging dialogue with its citizens.
3. There will be two moderators/designates on all social media accounts at all times. Should one be terminated or resign, they must be removed immediately and another moderator/designate assigned to ensure continuity of the Social Media accounts. Passwords must be changed.
4. The Town reserves the right to restrict or remove any content that is in violation of this policy or any other applicable law or policy. The Forum Moderator may block the offending user from the Town's social media accounts.
5. Comments containing the following content will be removed:
 - a) Slanderous or defamatory remarks or obscene language
 - b) Sexual content or links to sexual content
 - c) Solicitations of commerce unrelated to work of the Town or partner organizations



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- d) Repetitive or the same posting by the same user
 - e) Illegal conduct or encouragement of illegal activities
 - f) Content that violates the legal ownership interest of any other party
 - g) Comments that contain insults or disparaging comments about the general public, other posters, Town staff or Council members
 - h) Comments that cannot be attributed to an individual, where the identity of the person writing the post is obscured or unclear
 - i) Comments in support or opposition to political campaigns
 - j) Content 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
6. In the event of a major security breach on a social media site, Town access to social media accounts will be temporarily suspended until the Chief Administrative Officer deems it safe to access accounts.
7. Social Media sites will be monitored and populated during regular business hours being 8:00 am to 4:00 pm, Monday through Friday, exclusive of statutory holidays. Messages posted will be simple, light hearted, engaging and if applicable, a link to further information posted on the Town's website (when possible).
8. The Town of Bentley cannot commit to replying to every comment; however, will make every effort to respond to questions and comments as quickly as possible during regular business hours
9. The Forum Moderator shall not comment on opinions offered by residents but reserves the right to respond to comments that are not factual
10. The Forum Moderator shall not comment on decisions of Council but rather direct social media users to use official correspondence methods
11. The Town of Bentley Website shall remain the primary web presence with social media sites to be used in conjunction to the Town's website
12. Employees representing the Town on social media sites shall be professional, accurate and consistent and follow Ethical Social Media Conduct guidelines
13. Ethical Social Media Conduct includes:
- a) Consideration and Respect are paramount
 - b) Employees will use every effort to keep their interactions factual and accurate



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- c) Employees will strive for transparency and openness in interactions
 - d) Employees will provide links to credible sources of information to support their interactions, when possible
 - e) Employees will publicly correct any information that has later found to be in error
 - f) Employees will protect privacy and permissions
 - g) Employees will respect the rules of the Social Media site
14. Posting of local organization and community events are permitted. Posts pertaining to or involving for profit businesses and/or their products and services should be allowed only if deemed to be of sufficient benefit to a segment of, or the entire community at large (fundraisers, donations). Support of neighboring community events may be posted provided they are not in conflict with our local events. Social services provided to our area from a neighboring community or organization may be included as well as links to these services.
15. Pictures, videos, and other multimedia containing individuals' identifiable faces should be posted only if the event is considered public in nature.
16. User created content information should be shared if the business or organizations request it, providing the information is in accordance with the guidelines set out in this policy.



Mayor

Chief Administrative Officer