

THE VILLAGE OF MONTROSE

POLICY TITLE: SOCIAL MEDIA POLICY

POLICY #0450

POLICY STATEMENT:

The Village of Montrose Social Media Policy establishes the principles expected of all staff members when engaging on the Village's behalf on the social web.

POLICY BACKGROUND:

Council voiced that they would like to see the Village construct a Facebook page to help promote communication and awareness of various issues and events taking place within the community. The use of social media avenues available, including Facebook, Twitter, and Youtube will allow the Village to communicate important information to residents, and will allow residents to provide instant feedback and comments regarding the Village's initiatives.

POLICY GOAL:

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the Village of Montrose may consider using social media tools to reach a broader audience. The Village also has an overriding interest and expectation in deciding what is "spoken" on behalf of the Village of Montrose on social media sites. The use of social media is intended as a two way communication tool that is intended to encourage information sharing and dialogue.

POLICY OBJECTIVES:

1. Posting guidelines

Content, comments or links containing any of the following will not be allowed on Village Social Networking sites.

- a.** Comments not topically related to the particular site or blog article;
- b.** Slanderous or defamatory remarks, obscene language or sexual content;
- c.** Content that promotes, fosters, 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;
- d.** Promotion of commercial services or products other than significant sponsors, affiliations, or business partnerships;
- e.** Promotion of political candidates;
- f.** Promotion of illegal activity;
- g.** Information that may compromise the safety or security of the public or public systems;
- h.** Content that violates a legal ownership interest of any other party.

The Village of Montrose reserves the right to restrict or remove any content that is deemed in violation of this policy, incorrect or erroneous posts by external users of the Village's social media sites, or any applicable law.

2. Availability

The Village updates and monitors social media accounts at least once per week during office hours, Monday- Friday, 8am- 4pm. As customer service is a priority, we will attempt to respond to all inquiries via social media in a timely manner during office hours; however, the usual ways of contacting us for official correspondence are encouraged. The Village assumes no responsibility for lack of service due to channel-related downtime or issues.

3. Records

All Village of Montrose 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 Village 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.

Initially approved at meeting #43-12 on December 7, 2012

Last reviewed and confirmed unchanged at meeting #29-16 December 5, 2016

Next review scheduled for December 4, 2017