

Section: <b>Administration</b>	Policy Number: <b>1.33</b>
Policy: <b>Social Media Policy</b>	Effective Date: <b>06/05/2013</b>
Revised Date:	



**Town of Minto Policy**  
**Social Media Policy**

**1.0 Purpose**

The Town of Minto has developed a Social Media Policy for use by the Town of Minto employees. This policy has been established to ensure social media is used in a consistent, secure and professional manner by outlining how social media sites are to be created, maintained and retired by the staff of the Town of Minto.

**2.0 Scope**

This policy applies to Town of Minto staff participating in any online social media community as part of their employment at the Town of Minto.

This policy applies to all forms of internet based technologies for interactive dialogue (social media), including, but not limited to Facebook, Twitter, YouTube, etc.

**3.0 Definitions**

**Social Media:** is an online service, platform, or site that focuses on building and reflecting of social relations among people who share interests and/or activities. It includes text, audio, video, images, podcasts, and other multimedia communications.

**Members:** Mayor and Council, Senior Management and Staff

**4.0 Use**

The Town's approved social media sites shall only be used for the purposes of communicating to the public information related to the Town's interests in a manner in a positive, transparent and professional manner.

Without limitation, any and all content uploaded to any Town online social media resources shall at all times be consistent with the Town's mission and vision. It should be understood that online resources are not private; information posted on such resources is public.

Town of Minto Mayor and Council, Senior Management and Staff who post items and content to and about Town of Minto related sites and business from personal social media accounts during personal time are still bound by Town of Minto policies.

Content uploaded to any Town of Minto online social media site is not considered statutory notice unless prescribed by by-law or Town policy.

**5.0 Creating & Sharing Content**

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Content may only be posted to social media sites by authorized staff. Staff are not to create personal social media sites that represent the Town of Minto and shall not post any information protected by the Municipal Freedom of Information and Protection of Privacy Act. If there is any question about posting any sensitive information, staff shall first confirm with the CAO/Clerk if information is protected under the Act prior to posting. All staff are encouraged to actively participate in the Town of Minto's social media presence by supporting our efforts through:

- Facebook: liking our page, sharing our updates & attending our events
- Twitter: following our feed, re-tweeting and favouriting our tweets

### Social Media Roles

Personnel Title	Facebook	Twitter
Chief Administrative Officer	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Department Heads	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Marketing Coordinator	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Roads Superintendent	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Water and Sewer Maintenance Foreman	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Mayor	Like/Share	Re-tweet/Favourite
Council	Like/Share	Re-tweet/Favourite
Staff	Like/Share	Re-tweet/Favourite

### Enforcement

Policy violations will be subject to disciplinary action as per the Town of Minto Personnel Policy.

### 6.0 Maintenance

Town social media resources shall be maintained so as to protect the interests of the Town.

The ability for third parties to “post” comments or information to the site shall be, where possible, enabled unless enabling the “posting” feature runs contrary to the intent of the social media site.

Social Media sites shall be maintained appropriately to ensure that responses to the public are done in a timely manner and in accordance with our Terms of Use documents. Responses to comments shall be based on the Town of Minto Social Media Response Chart. Offensive, derogatory, inappropriate, libelous content posted to the site shall be immediately recorded for record keeping purposes by the individual in charge of the social media site, removed from the site, and provided to the CAO/Clerk to determine, in consultation with

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Council, whether the material warrants further action by the Town including but not limited to whether provisions of the Workplace Violence and Harassment policy would apply.

Access must be available at all times to the Economic Development staff for reasons of support, maintenance and decommission of the site when it is no longer deemed required or of service to the corporation in consultation with the CAO/Clerk where necessary.

The following general practices apply to any social media posting:

- Where possible, Social Media Accounts should link back to town.minto.on.ca for the purpose of downloading forms, documents and other information.
- Maintain compliance with all applicable policies and procedures.
- Include the “Facebook Terms of Use” on all Facebook accounts.
- Include the “Twitter Terms of Use” on all Twitter accounts
- When a photo is of a single individual or small group (3 people or less) ensure that a photo consent form is signed by the individual(s) featured in a photo before it can be posted online.
- Respect copyrights. Don’t post text, images or video created by someone else without proper attribution and/or authorization.

### **7.0 Reporting**

Where Town employees in the process of responding to comments become aware of groups forming and/or regular comments that may be derogatory toward the municipality, or may indicate pending or immediate matters that should be addressed by the Mayor or CAO/Clerk, they shall immediately inform their respective Department Head and the CAO/Clerk who shall coordinate a response to such comments.

At least once per year, the Business and Economic Department shall report to Council on the level of activity on the Town sites. This report would include basic statistics around use of the various sites, trends, and issues of general interest to the Town.

### **Decommissioning**

When a social media site is deemed to no longer meet the needs of the Town it shall be decommissioned, retired and shut down by the maintaining staff, for any/all reasons and not limited to:

- The site is no longer required (i.e. sites specific to an event, date, group or program that no longer exists).
- The site is not regularly used or maintained (i.e. site has not been updated with pertinent information for a period not exceeding three months).
- The site no longer reflects the mission, values or culture of the Town.

### **Disclaimer**

Where possible, each social media site shall contain a disclaimer clearly advising third party users or visitors to the site that third party comments are not the official communications of the Town of Minto.

The following disclaimer shall be added to each of the Town’s social media sites: This is an official Town of Minto social media page. Comments made by members of the public are not official communications of the Town of Minto and are owned by the contributing commenter. These comments are not reflective of the Town’s views, opinions and/or policies.

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## TOWN OF MINTO FACEBOOK TERMS OF USE

### Purpose

- To educate the public about pertinent information in regards to the Town of Minto which could include:
  - Inform the public about community events & fundraisers
  - Inform the public about recreation activities and opportunities
  - Inform the public about public works operations (road closures, etc.)
- Communication of public information related to emergency responses through the Mayor's office
- To create transparency
- To increase traffic to the Town of Minto's website

### Introduction

Facebook is a social networking platform which allows users to share news and information, photos, video, and also allows public and private communication between its users. With the exception of private messages exchanged between users, all messages (or 'wall posts') are public and visible to all for review, comment and sharing.

### Availability

The Town of Minto updates and periodically monitors its Facebook pages during office hours, 8:30 a.m. - 5:00 p.m. Monday to Friday. Facebook may occasionally be unavailable and we accept no responsibility for lack of service due to Facebook downtime.

### 'Liking' pages

The Town of Minto does not automatically 'like' organizations or individuals who like it. The Town may 'like' relevant organizations including government agencies, organizations in the health sector and other parties where there is a clear link in communicating and receiving information. Being 'liked' by the Town of Minto does not imply endorsement of any kind.

### Privacy

The Town of Minto does not capture or record the contact details of parties following its Facebook accounts. Any information identified or deemed confidential or private is treated in accordance with the Town of Minto's Policy and Facebook's Privacy Policy.

### Replies to comments and messages

The Town of Minto welcomes feedback and ideas from its followers. Each account reads all comments and private messages and ensures that any emerging themes or helpful suggestions are forwarded to the appropriate department. Where that department is not able to reply individually to messages/comments received via Facebook and where common topics and requests exist, the Town of Minto may issue a general notification to all parties. The usual ways of contacting the Town of Minto for official correspondence are detailed in the Contact Us section of the Town of Minto website.

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### **Posting and Comment Policy**

The Town of Minto reserves the right to remove inappropriate posts and comments from its wall. Inappropriate posts and comments can consist of spam, vulgar language, solicitations and other inappropriate content as decided by the Town of Minto. In the case that an inappropriate comment is made, the Town of Minto will remove the post and send a message to the user with an explanation of why their post was inappropriate. If the user continues to post inappropriate material, the Town of Minto will not enter into a “dialogue” with the user and will ban the user from the corresponding page, and if such activities are persistent take any other remedy available by law.

### **Measurement**

The success of the Town of Minto’s Facebook page will be monitored through the number of new likes, shares and comments about the different content posted on the page. Success may also be monitored by the increase in traffic on the website that correlates to Facebook posts.

## **TOWN OF MINTO TWITTER TERMS OF USE**

### **Purpose**

- To educate the public about pertinent information in regards to the Town of Minto which could include:
  - Inform the public about community events & fundraisers
  - Inform the public about recreation activities and opportunities
  - Inform the public about public works operations (road closures, etc.)
- Communication of public information related to emergency responses through the Mayor’s office
- To create transparency
- To increase traffic to the Town of Minto’s website

### **Introduction**

Twitter is a ‘micro blogging’ platform which allows users to post and exchange short messages (up to 140 characters in length) and converse publically with other users via a mobile phone or web browser. Twitter allows users to share links to online information, publish photographs and share other media such as video. With the exception of direct messages exchanged between users, all messages (or ‘tweets’) are public and visible to all for review, comment and sharing.

### **Availability**

The Town of Minto updates and periodically monitors its Twitter accounts during office hours, 8:30 a.m. – 5:00 p.m. Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility of service due to Twitter downtime.

### **Following**

The Town of Minto does not automatically follow organizations or individuals who follow it. The Town may follow relevant organizations including government agencies, organizations in the health sector and other parties where there is a clear link in communicating and receiving information. The Town of Minto will generally not follow individuals unless they are

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known in a professional capacity and satisfy the business rule above. Being followed by the Town of Minto does not imply endorsement of any kind.

### **Unfollowing**

As part of account maintenance and monitoring, the Town shall regularly review accounts it is following. This may result in unfollowing accounts.

### **Lists**

In the interest of organizing our followers into meaningful categories and providing the public with useful industry and topic information, the Town of Minto may create publicly viewable lists of organizations following its twitter accounts. Inclusion on lists does not imply endorsement of any kind. Should an organization not wish to be included on a list created by the Town of Minto, it may request to be removed from the list by sending a direct message to the relevant twitter account.

### **Privacy**

The Town of Minto does not capture or record the contact details of parties following its Twitter accounts. Any information identified or deemed confidential or private is treated in accordance with the Town of Minto's Policy and Twitter's Privacy Policy.

### **@Replies and Direct Messages**

The Town of Minto welcomes feedback and ideas from its followers. Each account reads all @replies and Direct Messages and ensures that any emerging themes or helpful suggestions are forwarded to the appropriate department. Where that department is not able to reply individually to messages received via Twitter and where common topics and requests exist, the Town of Minto may issue a general notification to all parties. The usual ways of contacting the Town of Minto for official correspondence are detailed in the Contact Us section of the Town of Minto website.

### **Hashtags (#)**

It is a convention among Twitter users to distinguish content using semantic tags (keywords) preceded by a # sign. This enables users to search and filter information based on keywords and share information more meaningfully. Hashtags also allow users to quickly identify 'trending' topics (as displayed on the Twitter.com homepage). The Town of Minto official hashtag is **#Minto**

- Providing live coverage of events (live-tweeting), and
- Providing emergency communications through appropriately authorized staff. In this event it is likely that a common hash tag will already have been established and we would follow suit.

### **Re-tweeting**

The Town of Minto actively seeks opportunities to re-tweet content that contributes to the dissemination and exchange of useful information about the Town of Minto and related topics.

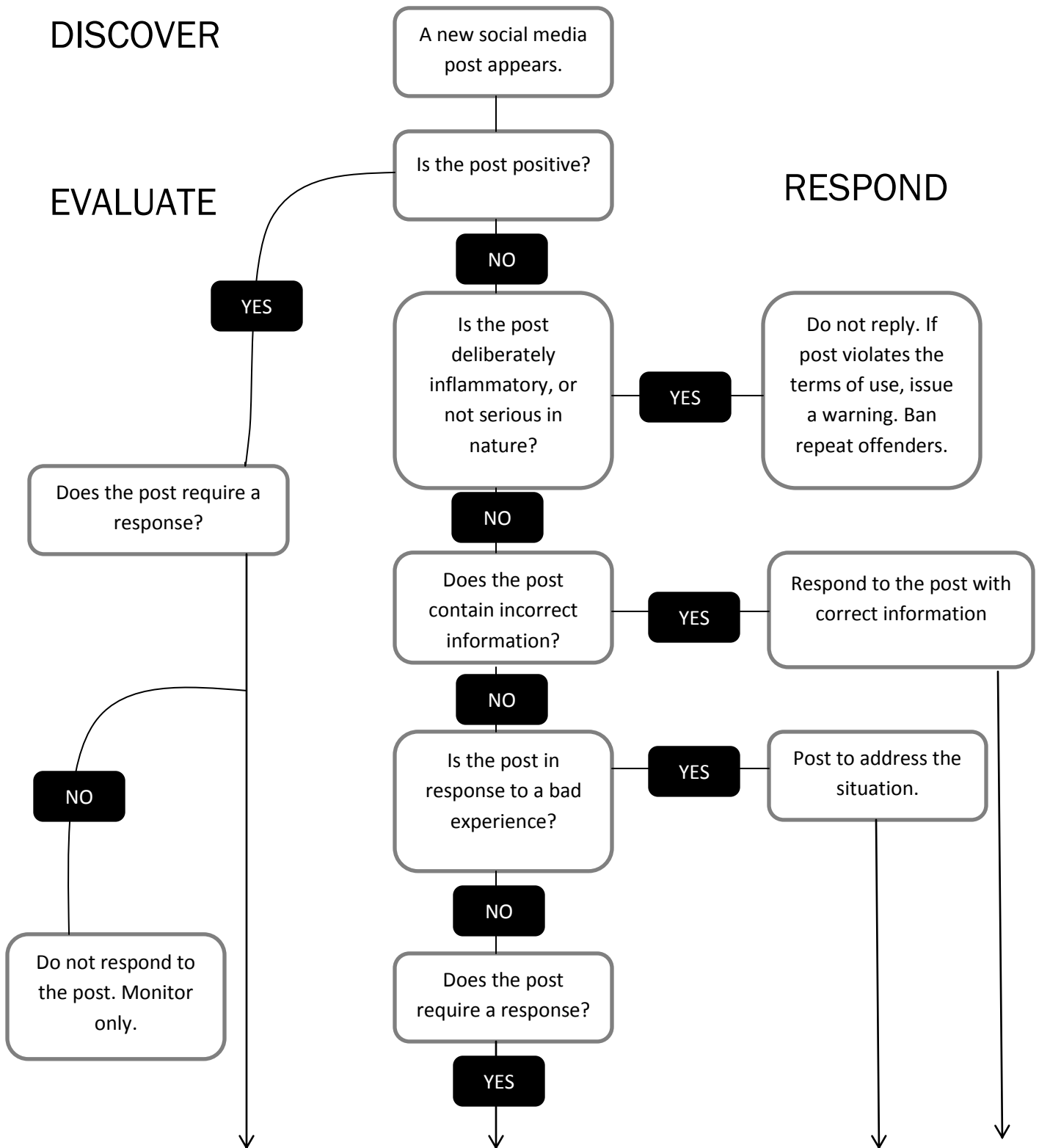
### **Measurement**

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Twitter success will be measured through the number of followers following the Town of Minto, and the number of re-tweets specific content gets. It can also be monitored by increased web traffic related to certain tweets.

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### TOWN OF MINTO RESPONSE CHART



- Use the writer's name at least once in the response
- Use a courteous and helpful tone
- Keep your response neutral
- Link to appropriate resources
- Employ plain language skills