

Section: <b>Administration</b>	Policy Number: <b>1.33</b>
Policy: <b>Social Media Policy</b>	Effective Date: <b>18/06/2019</b>
Date Last Revised: <b>06/05/2013</b>	Current Revision Date: <b>13/07/2019</b>



**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 platforms are to be created, maintained and retired by the staff of the Town of Minto.

The primary goals for the Town of Minto's use of social media and website are:

1. Boost brand engagement and awareness
2. Build an online community
3. Humanize the municipality
4. Increase awareness of municipal services
5. Utilize social media analytical tools to better evaluate the municipality's communication and marketing efforts
6. Distribute time-sensitive information quickly
7. Provide an online opportunity for stakeholder engagement

**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, Instagram, 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:** the Marketing & Community Development Coordinator and Department Heads or staff designates when necessary.

**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.

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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 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

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 if information is protected under the Act prior to posting.

All staff is 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 using hashtags related to the Town of Minto and its campaigns
- Instagram: following our account, liking and commenting on our photos & using hash tags related to the Town of Minto and its campaigns
- LinkedIn: following our business profile and sharing our posts
- YouTube: subscribing to our channel, watching & sharing videos on other platforms

### Social Media Roles

Personnel Title	Facebook	Twitter	Instagram
Marketing & Community Development Coordinator or alternative staff designate	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto	Post on behalf of the Town of Minto
Mayor	Like/Share	Re-tweet/Favourite	Like/Repost
Council	Like/Share	Re-tweet/Favourite	Like/Repost
Staff	Like/Share	Re-tweet/Favourite	Like/Repost

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**Enforcement**

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

**Social Media and Website Content**

Pre-approved content for consideration and potential inclusion on Town of Minto Social media platforms will be provided to the Marketing & Community Development Coordinator.

Updates to social media sites, pages, accounts and channels being used for the Town of Minto will be created and posted by the Marketing and Community Development Coordinator. A content calendar will be developed to outline planned updates to be posted. At the discretion of the CAO and the Marketing & Community Development Coordinator, ongoing communication and posts will be made on Town of Minto social media sites, pages, accounts and channels in addition to content included in the content calendar.

Events promoted by Town of Minto social media sites, pages, accounts and channels must take place or have a direct connection to the Town of Minto.

**Accessibility**

The Town of Minto strives to ensure our website and social media platforms comply with the Web Content Accessibility Guidelines (WCAG) 2.0. All Town of Minto print and online publications are available in alternative formats, such as large print and audio, upon request at the Town of Minto Office.

**Photo Release Form**

The Town of Minto photo release form must be obtained and signed for all images containing people that will be posted to the municipality’s social media sites, pages, accounts and channels.

**6.0 Maintenance**

The Marketing & Community Development Coordinator will serve as a centralized resource for the oversight and use of social media tools and sites for the Town of Minto.

The Marketing & Community Development Coordinator will create and approve a monthly social media calendar that will include any notices, open houses, important information, events, etc., that the municipality should relay to the online community. The calendar will regulate limiting 3 posts per day for consistency and as to not clutter feeds, apart from additional live posting for events and/or special occasions.

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.

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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 to determine, in consultation with 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 Marketing & Community Development Coordinator for reasons of support, maintenance and decommissioning of the site when it is no longer deemed required or of service to the corporation in consultation with the CAO or Department Heads 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.
- Include the “Instagram Terms of Use” on all Instagram accounts if possible.
- 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.
- Use of the Town of Minto Branding Kit.
- Use of templates in line with the Town of Minto Branding Kit for general posts to maintain brand consistency.

In the case of emergencies, reference will be made to Minto Fire’s Social Media Policy & Usage Guideline.

### **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, they shall immediately inform their respective Department Head and the CAO who shall coordinate a response to such comments.

Monthly social media audits of social platforms will be conducted to consistently track social engagement, followers, and post engagement rates.

At least once per year, the Marketing & Community Development Coordinator shall report to Council on the level of activity on the Town sites and social platforms. This report would include basic statistics around use of the various sites, trends, and issues of general interest to the Town.

### **Decommissioning**

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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 if the platform allows it:

*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.*

## **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 business and economic related programs and opportunities
  - Inform the public about public works operations (road closures, etc.)
  - Increase awareness of municipal services
- Communication of public information related to emergency responses through the Town of Minto’s Public Information Officer
- To create transparency and humanize the municipality
- To increase traffic to the Town of Minto’s website
- To boost Town of Minto brand awareness and engagement
- To build an online community

### **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 posts are public and visible to all for reviewing, liking, commenting and sharing.

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### **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.

### **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:

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- Inform the public about community events & fundraisers
- Inform the public about recreation activities and opportunities
- Inform the public about business and economic related programs and opportunities
- Inform the public about public works operations (road closures, etc.)
- Increase awareness of municipal services
- Communication of public information related to emergency responses through the Town of Minto's Public Information Officer
- To create transparency and humanize the municipality
- To increase traffic to the Town of Minto's website
- To boost Town of Minto brand awareness and engagement
- To build an online community

### **Introduction**

Twitter is an online news and social networking service on which users post and interact with messages known as "tweets" that are short messages (up to 280 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 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.

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### **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.

Other hashtags commonly used by the Town of Minto include:

- **#WhereYourFamilyBelongs**
- **#MintoPhoto**

### **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**

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

## **TOWN OF MINTO INSTAGRAM 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



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- Inform the public about business and economic related programs and opportunities
- Inform the public about public works operations (road closures, etc.)
- Increase awareness of municipal services
- Communication of public information related to emergency responses through the Town of Minto's Public Information Officer
- To create transparency and humanize the municipality
- To increase traffic to the Town of Minto's website
- To boost Town of Minto brand awareness and engagement
- To build an online community
- To share images and videos taken within the Town of Minto

### **Introduction**

Instagram is a social networking app made for sharing photos and videos from a smart phone. When photos or videos are posted on Instagram, they are displayed on your profile. Other users who follow you will see your posts in their own feed. Like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and direct (private) messaging. Instagram can be accessed on the web from a computer, but photos and videos can only be uploaded through the use of mobile devices.

### **Availability**

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

### **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 Instagram'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

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individually to messages received via Instagram 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.

Other hashtags commonly used by the Town of Minto include:

- **#WhereYourFamilyBelongs**
- **#MintoPhoto**

### **Reposting**

The Town of Minto actively seeks opportunities to repost content that contributes to the dissemination and exchange of useful information about the Town of Minto and related topics. The Town of Minto will always receive permission from the Instagram post’s account owner before reposting content and will give credit to the owner.

### **Instagram Stories**

Instagram Stories is a feature that allows users to post photos and videos that vanish after 24 hours and is then stored in the account’s archives. This feature will be used to promote events, programs, campaigns, alerts etc., instead of posting a permanent photos to the feed and profile.

### **Instagram Highlights**

Instagram stories can appear on the profile as highlights, even after they disappear. Highlights appear below the account’s profile photo on the profile. Stories added as highlights remain visible as highlights until you remove them, even after the original story has disappeared. All followers are able to view the highlights.

### **IGTV**

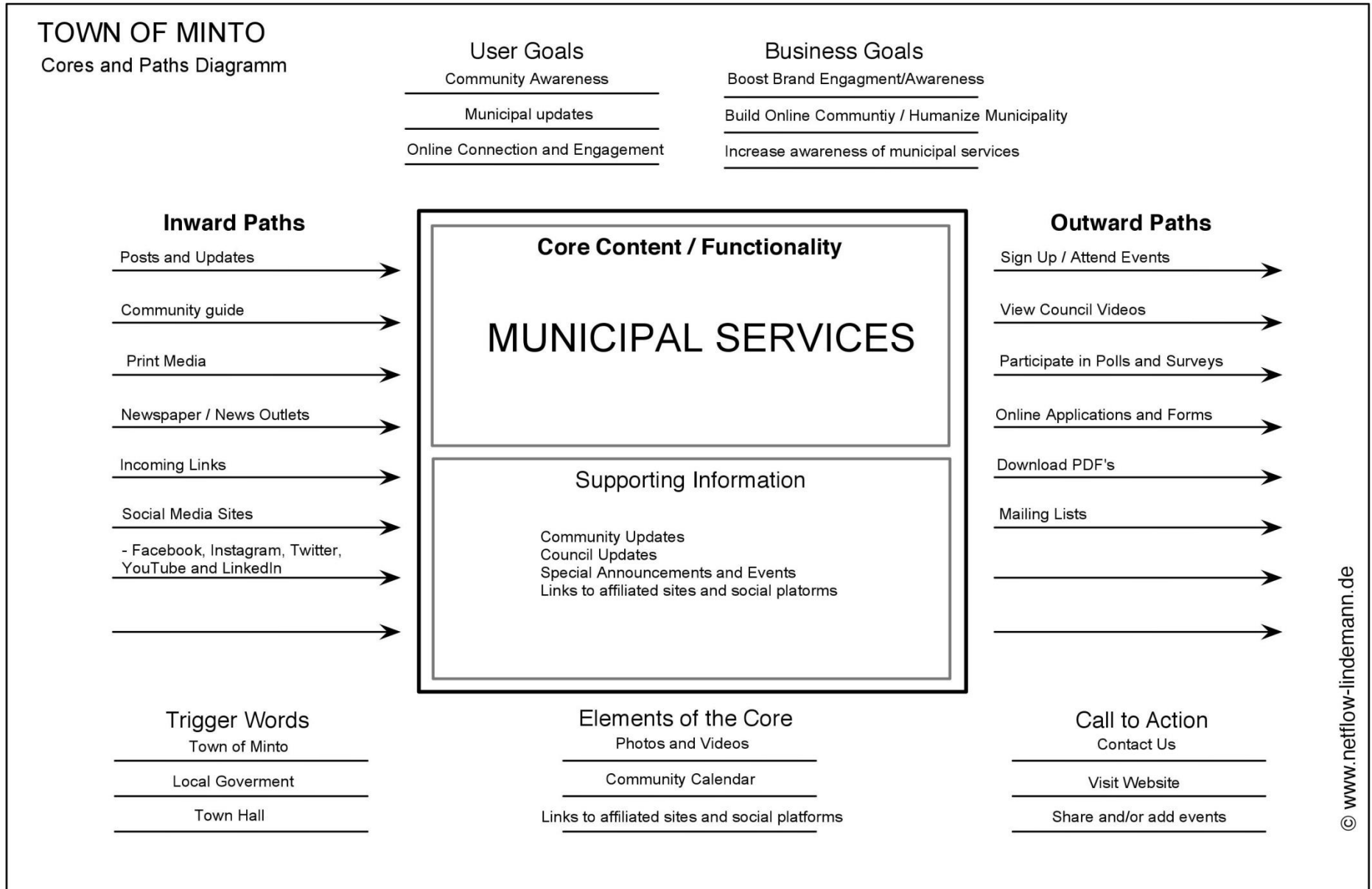
Instagram Television (IGTV) is an app for watching long-form, vertical videos. While there is a stand-alone IGTV app, videos may also be viewed from within the Instagram app. IGTV is different from regular Instagram videos in a few ways: it is built specifically for mobile devices, so videos are full screen and vertical; also, videos are not limited to one minute as each video can be up to an hour in length.

### **Measurement**

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The success of the Town of Minto's Instagram account will be monitored through rates of engagements with the online community including, but not limited to, follows, likes and comments.

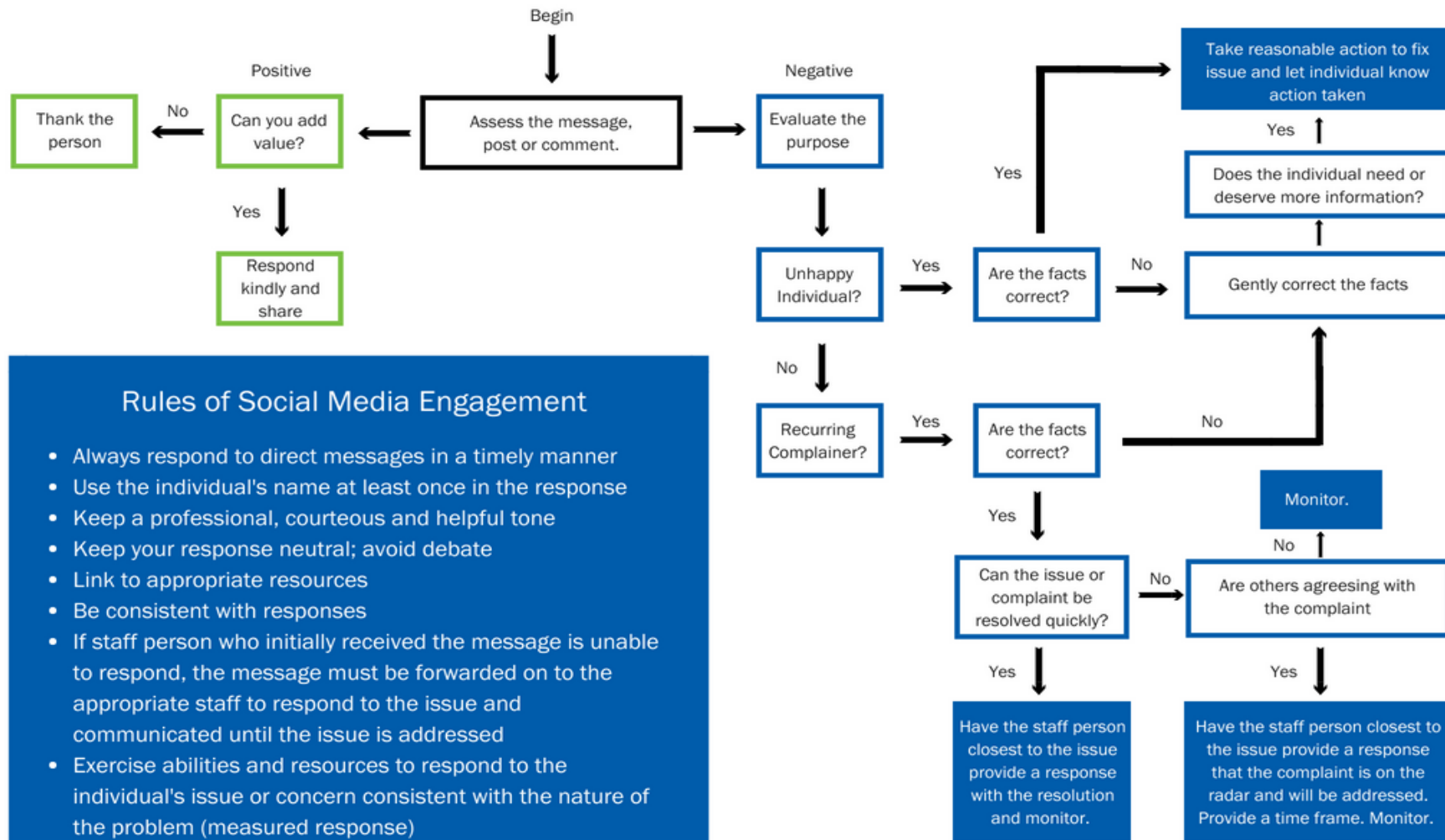
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## TOWN OF MINTO SOCIAL MEDIA RESPONSE CHART



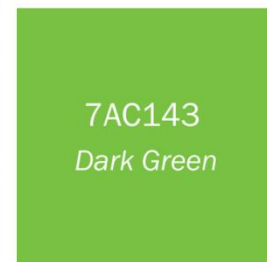
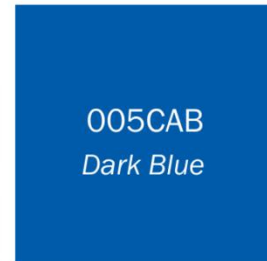
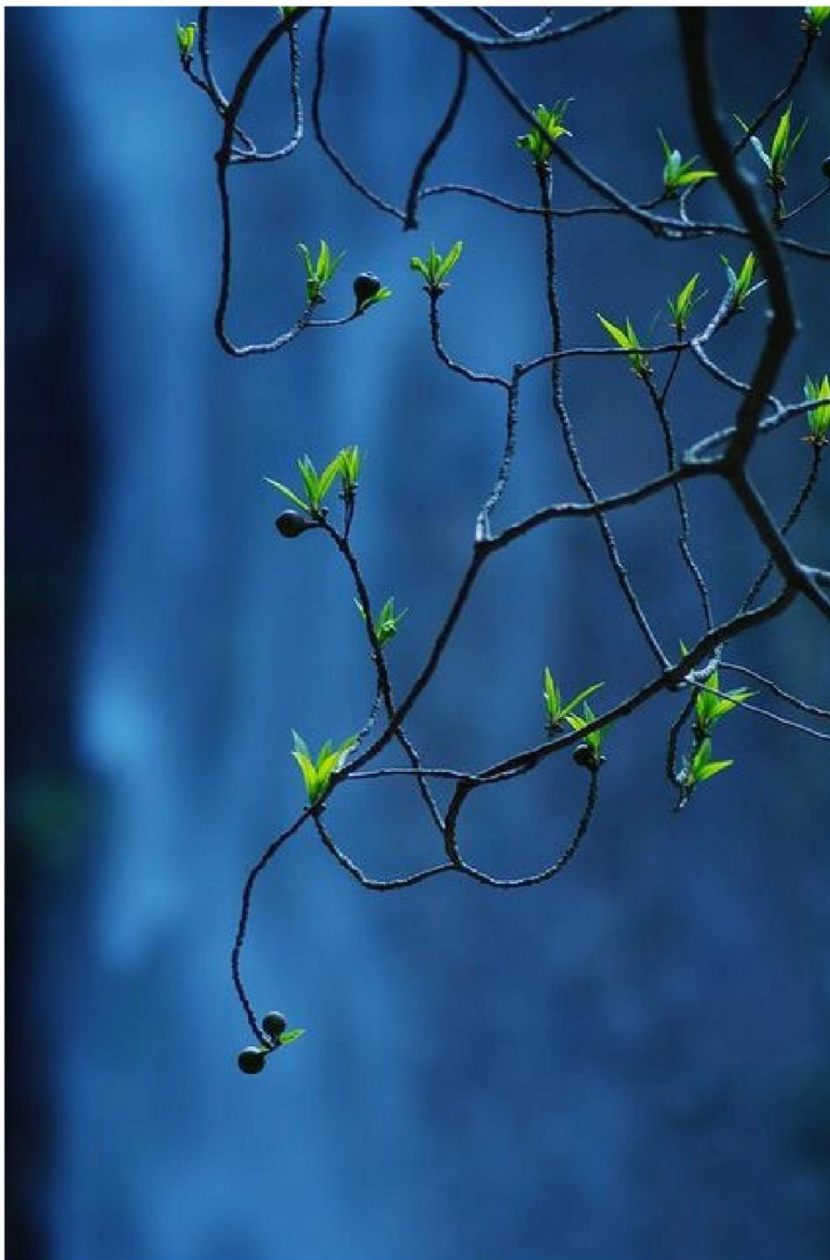
### Rules of Social Media Engagement

- Always respond to direct messages in a timely manner
- Use the individual's name at least once in the response
- Keep a professional, courteous and helpful tone
- Keep your response neutral; avoid debate
- Link to appropriate resources
- Be consistent with responses
- If staff person who initially received the message is unable to respond, the message must be forwarded on to the appropriate staff to respond to the issue and communicated until the issue is addressed
- Exercise abilities and resources to respond to the individual's issue or concern consistent with the nature of the problem (measured response)

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Town of Minto  
Brand Colour Palette



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TOWN OF MINTO BRAND KIT

EVALUATE

RESPOND

PRIMARY LOGO



COLOUR PALETTE



FONTS

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Playlist Script*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

DESIGN ELEMENTS



SOCIAL HASHTAGS

#Minto #MintoPhoto #MintoMonday  
#WhereYourFamilyBelongs

SOCIAL ICONS

