

Town of Duck Lake Social Media Policy.

1. Overview

Social Media is fundamentally changing the way in which work is conducted, thereby offering new ways of engaging with colleagues, residents and the public at large. Social Media is a new model for interaction and can assist in building stronger, more successful relationships and interacting in a timely way.

2. Definitions

“Town” means the Town of Duck Lake, its employees, or its authorized representative.

“Council” means the Council for the Town of Duck Lake.

“Representative” means Council, committee and/or advisory group members, including committee members appointed by Council, contractors with the Town, and volunteers,

“Social Media” – Any facility for online publication and commentary, including, but not limited to, blogs, wikis, and social networking sites such as Facebook, LinkedIn, Instagram, Twitter, and YouTube.

3. Policy Purpose

The purpose of this policy is to set out direction and requirements for Town employees and representatives maintaining or participating on personal and official social media channels.

- a) The purpose of this policy is to:
 - i. Ensure that the use of social media platforms do not breach confidentiality, compromise public safety or discredit the character and integrity of the Town, citizens, employees, Council, or representatives.
 - ii. Establish guidelines for the Town’s usage and work with Social Media.
 - iii. Ensure that communications on behalf of the Town are well coordinated, accurate, accountable, and responsive to the needs of the organization and community.
- b) This policy applies:
 - i. When an employee or representative for the Town is authorized to represent the Town on social media platforms and are using a social media platform for the Town’s business purposes; and
 - ii. When an employee or representative for the Town chooses to reference the Town, its representatives, employees, services and/or other Town business when using a social media platform in a personal capacity.

This policy does not intend to discourage or limit personal expression on social media channels. However, employees and representatives for the Town should recognize the potential for damage to the Town either directly or indirectly through the employee’s personal or official use of social media when a person can be identified as an employee of the Town.

Accordingly, employees and representatives for the Town shall comply with this policy to ensure that the risk of such damage is minimized. Employees and representatives for the Town are also personally responsible for content published in a personal capacity on any social media channel as these are public communications and may be subject to disclosure in a legal process.

4. Official Use of Social Media

- a) The Town supports the use of social media for informational and promotional purposes.
- b) The Town is permitted to have an official presence on social media sites which will be administered by the Administrator or Designate. In the event that the Administrator or Designate is not able to make a post in a timely manner, a member of Council with administrative access to the Town’s Facebook page, may make a post.
- c) The Town of Duck Lake may permit personal, lost & found, or private function adds upon approval by the Administrator or Council and only if the residents accounts are in good standing with the Town of Duck Lake.

- d) The Town of Duck Lake reserves the right to delete inappropriate comments made on the Town of Duck Lake posts.
- e) Regardless of the media being used, employees and/or councilors must not do anything that could harm the reputation of the Town or is illegal. They must ensure that any comment on matters of Town policy is appropriate to their role. Additionally, they must ensure that privacy, confidentiality, copyright and data protection laws are adhered to, and must not make comments that are considered defamatory or libelous.

5. Personal Use of Social Media

- a) In their capacity as private citizens, Town employees and representatives have the same rights of free speech as other citizens, however, they may not represent the Town on their own personal social media sites.
- b) Employees and representatives for the Town are expected to be courteous, respectful and thoughtful about how other employees and representatives may be affected by postings. Postings that harass or threaten any Town employee, representative, official or violate any Town policy shall result in disciplinary action.
- c) Employees and representatives for the Town shall not engage in speeches that are offensive, false, obscene or sexually explicit or contains bias against race, religion or sexual preference.
- d) Town employees and representatives are bound by the Town of Duck Lake confidentiality policy and must not disclose any Town information or content that they are not specifically authorized to disclose. Councilors are also bound by the Town of Duck Lake Council Code of Ethics bylaw.
- e) Employees and representatives for the Town shall not imply authorization to speak as a representative of the Town. Employees must be explicitly clear about who the employee is representing and take responsibility for ensuring that any reference to the Town of Duck Lake is factually correct and does not breach privacy requirements (See Freedom of Information and Protection of Privacy Act).

6. Emergency Communications

In the event of an emergency that requires the Town of Duck Lake Administrative support, emergency social media communications shall take priority over all other Town social media content.

7. Scope

These guidelines apply to:

- a) Town employees, either actively employed by the Town or on some sort of leave of absence; and
- b) Representatives of the Town including, but not inclusive to, councilors, contractors engaged by the Town, and volunteers.

8. Process for Addressing Misuse

Defiance of this policy may result in verbal reprimand followed by a written reprimand, suspension, or in serious cases, termination of employment.

Adopted by Council of The Town of Duck Lake

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