

	Administrative Directive
	Section:
	AD # Pg. 1 of 4
Revision Date:	Issue Date: June 26, 2020
Approved by: Senior Management Team	Review Date: June 26, 2022
Directive Owner: Information and Legislative Services	Directive Author: Manager of Information and Legislative Services / Deputy Clerk

PURPOSE

To provide rules and guidelines on the acceptable participation in social media sites and networks. This Administrative Directive is to be read in conjunction with other relevant Administrative Directives, Governance Policies and Operational Guidelines, including but not limited to: Council Code of Conduct, Staff-Council Relations, Workplace Violence and Harassment, Social Media Guidelines.

While the Township recognizes the popularity of social networking, certain behaviours must be observed to protect both employee’s and the corporation’s reputation. This Directive serves to:

- Safeguard the Township’s reputation
- Provide members of Council, employees, appointed committee members and volunteers with clear usage guidelines
- Provide protocol around monitoring, administration and acceptable use and privacy

SCOPE

The Township of Wilmot is responsible for the accurate, open and transparent sharing of information with the public through education and promotion of various programs, services, initiatives and Council decisions. To effectively share that information, the Township uses a combination of traditional communications and online communications to reach the largest number of residents, visitors and stakeholders.

The popularity of social media sites and/or networks provide the Township with a powerful communication tool that allows for information to be shared immediately, effectively and in a cost-efficient manner, while also allowing for engaged discussion with residents and stakeholders.

The Information and Legislative Services office is the lead authority for the Township’s online communication strategies. Social media accounts for corporate use will be established and managed by Information and Legislative Services Department in conjunction with the assistance of appointed Senior Managers as Social Media Moderators.

Personal social media engagement by elected officials, appointed committee members, volunteers and staff are the responsibility of the author or participant, therefore, shall assume responsibility and accountability for their interactions relative to Township business, political and social subject matter, and endorsements or opposition of same.

This Administrative Directive applies to all elected officials (Mayor / Council), all employees (including part-time, casual / temporary, and full-time), as well as contractors, student placements or internships, consultants, members of committees and volunteers.

DEFINITIONS

Follow - means to subscribe to a social media account of another user and receive their posts as updates.

Political material – means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain or to drive a political agenda.

Social media – means the web-based technologies and sites and includes blogging, microblogging (Twitter), photo-sharing (Flickr, Instagram, Snapchat), video sharing or webcasting (YouTube, Facebook Live), and social networking (LinkedIn, Facebook, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.

STANDARDS AND PROCEDURES

a) Creating a Township Social Media Site

- a. Departments wishing to use social media shall work with the Information and Legislative Services Department to discuss specific goals and objectives and identify specific sites and platforms
- b. Login and password information will be provided to the CAO and the applicable Department Head / Director.

b) Administering Township Social Media Sites

- a. All Departmental Social Media Sites are administered by Department Heads only
- b. When a Department Head is no longer employed with the Township, all passwords will be changed.
- c. The following standard disclaimer and terms and conditions shall be posted on each Social Media Site. Any deviations from the disclaimer and terms and conditions, will be approved by Information and Legislative Services.
 - i. All posts are monitored by municipal staff who may delete any message. If a submission violates guidelines, or is in any other way inappropriate, the submission will be removed in its entirety from the site.
 - ii. If a user continues to post message that violate the guidelines, the user may be blocked. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the municipality.

c) Internal / External Content Standards:

- a. Comments, posts and message are welcome on Township Social Media Sites provide they do not contain:
 - i. Obscene, racist, or otherwise discriminatory content;

- ii. Personal attacks, insults, or threatening language;
- iii. Plagiarized material or copyrighted material;
- iv. Confidential information published without prior consent;
- v. Promotion of political candidates or other political material

d) Employee Personal Use of Social Media

- a. Township employees, including part-time, contract and volunteer firefighters, in their private capacity as citizens, may want to share information through social media. Even though this is in a personal use capacity, some policies still apply, including but not limited to Workplace Violence and Harassment Policy.
- b. Employees who identify themselves as such, or are identifiable as employees in their personal social media should adhere to the following guidelines:
 - i. Always conduct themselves in a manner than conforms to the Township code of conduct, health and safety policies and Human Right policies;
 - ii. Employees are discouraged from discussing Township business through personal social media accounts, websites or networks;
 - iii. Employees should make it clear that their position does not officially represent the Township's position; using phrases such as 'in my personal opinion' or 'personally....' To communicate that you are expressing your personal views;
 - iv. Employees must ensure that they do not reveal anyone's personal information gained through their knowledge or work performance;
 - v. Never identify or comment about other Township employees without their express consent, even positive comments may be inappropriate or unwanted;
 - vi. Employees must not social media in a manner to harm the Township's reputation, such conduct includes slurs, derogatory comments or insults;
 - vii. Employees are responsible not only for their own social media posts but also any comments made to their social media posts that were reasonably encouraged or welcomed by the employee's post

Employees are reminded that despite efforts they may take to keep social media posts private, there is a public nature to all social media posts. Furthermore, social media users may be denied an opportunity to delete an ill-advised post completely. Screen shots and cached data can maintain a social media post even after the original post is deleted.

Employees are encouraged to use caution in their personal social media use, employees who violate the terms of this policy may be subject to discipline up to and including dismissal for cause.

e) Township Council and Social Media

- a. Township Social Media Sites will follow any current Member of Council's social media accounts, which are used to promote municipal and community information. For clarity, strictly personal accounts will not be followed;

- b.** At the start of the nomination period for any municipal election or by-election, all accounts owned by members of Council will be un-followed, and no further material will be shared on Township Social Media sites;
- c.** Sitting Councillors are discouraged from posting or using City Social Media Sites from the beginning of the nomination period until the elections results are made official by the Clerk;
- d.** Information and Legislative Services reserves the right to delete posts by sitting Councillors on Township Social Media Sites during municipal election campaigns

RESPONSIBILITIES

COMMUNICATION

EVALUATION

LEGISLATIVE REPORTING REQUIREMENTS

REVISION LOG