



Social Media Policy

Policy Statement:

The Township of Cavan Monaghan is committed to excellence in municipal management with a focus on accountability, transparency, communication and customer service. As a result, the Township strives to provide open access to information about its policies, services, and initiatives. The Township recognizes that social media applications are widely being utilized as new communication tools with the potential to provide the public with timely information. The Township is committed to disbursing media information in a range of formats to reach a variety of stakeholders.

This policy applies to all Township staff.

Purpose:

To establish guidelines for the use of the social media applications specifically so that the disbursement of timely and accurate information is balanced with the Corporation's need to ensure that:

- a. The use of social media tools does not compromise public safety or the Township's image.
- b. The information provided through social media is in line with the Corporation's vision and guiding principles.
- c. Social media content does not violate individual privacy or conflict with existing municipal policies and by-laws or other regulations as applicable.
- d. Social media content posted on behalf of the municipality is accurate, accessible, transparent and accountable.
- e. The Social Media Policy is in support of the "Logo Standards Guide" approved in October 2007.

Description/Definitions:

Social media tools are third-party internet-based applications that enable collaboration and sharing of opinions, insights, images, information and experiences through real-time conversations among individuals and groups.

Facebook is a social networking website intended to connect friends, family, and business associates.

Twitter is a website which offers a social networking and micro blogging service, enabling its users to send and read messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the user's profile page.

YouTube is a video-sharing website on which users can upload, share and view videos.

In a municipal setting, Facebook and Twitter can be used to communicate public notices, upcoming meetings, special events, public service information, etc. Other social media applications, such as YouTube, may be utilized from time to time under appropriate circumstances. Videos posted to YouTube will follow the same guidelines as all other social media applications as noted below and outlined in this policy.

Application:

Social networking applications shall be executed following the same guidelines as other Township communication applications. The following information will be permitted:

- Information pertaining to Township sponsored events and activities;
- Information pertaining to Township services
- Information pertaining to Public Health and Safety (i.e. road closures, inclement weather, etc.)
- Information pertaining to Emergency Services

General Guidelines:

All social media activity must be approved by the C.A.O. or designate. The C.A.O., in conjunction with the IT Department, will maintain and monitor the approved social media sites.

Any login and passwords for the sites are confidential information and will be stored under the supervision of the IT Department.

The Township of Cavan Monaghan's website (www.cavanmonaghan.net) will remain the Township's primary and predominant internet presence for in-depth information, forms and online documents. All social media sites used will direct visitors back to the appropriate section of the website.

Township devices are not to be used for personal social media use. Social media may include (although is not limited to; Facebook, Blogs, Twitter, YouTube, Yammer, Myspace, Flickr, Wikipedia). The Township does not support and discourages

personnel comments/expression and/or confidential material, defamation of a person's character or organization being posted on any social media sources with regards to the Township of Cavan Monaghan. Social media platform comments are as public as if the same comment is made directly to the media or at a public forum. Violation of this policy will constitute grounds for termination with cause.