



Policy Number:

**Social Media Policy**

Applies to: Municipal Employees

Date: January 21, 2020

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**Section 1: Policy Purpose**

The Township of Billings encourages the use of social media to further the goals of the Township.

The Township is committed to using social media for the purposes of broadcasting and promoting Township objectives, initiatives, programs and news through professional communication.

The Township of Billings recognizes that the Township's website, [www.billingstwp.ca](http://www.billingstwp.ca), will remain the Town's primary and predominant internet presence. However, the Town acknowledges that social media is also needed to assist online audiences to visit the Township's website for further information.

This policy serves to:

- A. Protect the Township of Billings' reputation and ensure consistency and professionalism in how the Township communicates with the public via social media;
- B. To establish protocols, criteria and courses of action for:
  - Appropriate monitoring and administration of the Township's social media page;
  - Determining/adopting new social media pages/account for the Township;
  - Providing timely, effective and accurate information and responses;
  - Establishing a mechanism to address controversial or sensitive matters relating to online content about the Township;
  - Warranting appropriate protection of privacy of the public who engage or interact with the Township via social media;
- C. Provide Township employees, Council, committee members and the public with an understanding of the policies and procedures surrounding the acceptable corporate and personal use of social media pages as they relate to discussing the business of the Township of Billings.

**Section 2: Policy Scope**

The following policy has been developed to establish standards and expectations for all Township employees and council that discuss, share or comment on the Township of Billings' social media page, as well as any member of the public who engages with the Township's social media page.

### **Section 3: Policy Administration**

All Municipal staff members are bound by the terms of the Township of Billings Social Media Policy.

### **Section 4: Site Administration**

- A. The Township's official social media pages are monitored regularly during business hours Monday – Thursday 8:30am – 4:00pm and Friday 8:30am – 12:00pm;
- B. The Township will make every effort to respond to concerns and questions on its social media page;
- C. The Township has appointed a designated employee whom will serve as a centralized resource for the oversight of the Township's social media (Administrative Assistant);
- D. Login and passwords are confidential and will be stored with the Township's designated employee;
- E. Posting is to be done during business hours. Any messages received will be responded to during business hours (unless there is an emergency where the page can act as additional communication to community members);
- F. The Township Social Media page should be used only as an information hub for Billings.

### **Section 5: Site Goals**

The primary goals for the Township of Billings' official social media page are as follows:

- A. Increase awareness of municipal services;
- B. Enhance communication methods;
- C. Distribute time-sensitive information quickly;
- D. Correct misinformation.

### **Section 6: Site Content**

The Township will not tolerate inappropriate posts or comments that include, but are not limited to:

- A. Profane or inappropriate language or content; sarcastic or disrespectful comments;
- B. Content that includes personal attacks on an individual or specific group;
- C. Discriminatory content;
- D. Sexual content;
- E. Content related to any industries or businesses or related to sales, advertising or promotions falling outside of the boundaries of the Township of Billings.

Acceptable posts are as follows:

- A. Upcoming events in the town (PDF Flyer from the Event Organizer);
- B. Road closures/road work;
- C. Township Job Postings (link to posting on Billings Website);
- D. Reminder for tax bill payment due dates;
- E. Articles shared from news sources (from the Manitoulin Expositor, Recorder);
- F. Fire Bans;
- G. Weather warnings (share posts from the Weather Network);

H. Informing of an Emergency.

The Township reserves the right to remove any content that is posted for any reason or at any time.

If a member of the public believes a submission on the Township social media page violates the policy, please report it immediately to the designated employee. Any content that is deemed inappropriate will immediately be dealt with and if an issue arises will be brought to the attention of the CAO.

**Section 7: Public Posts**

Members of the public wishing to have content posted to the Township's social media page must send a request via email to the designated employee.

**Section 8: Review Date**

This policy will be valid for 5 years or less at the discretion of the current council. A review will take place in 2025.