



LAKE COUNTRY

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Social Media Policy

No. 11.116

Date

The following was adopted as Policy by **Resolution No. 11.04.083** at the **Regular Council Meeting** held on **April 5, 2011**.

Purpose

The Social Media Policy establishes and governs the principles expected of all staff and Council members when engaging in Social Media publication and commentary on behalf of the District of Lake Country.

Policy

The District of Lake Country uses social media as an additional communication tool that is intended to encourage information sharing and dialogue.

The use of Social Media shall be consistent with business practices and be a viable means to achieving business objectives and goals.

1) Definitions

- a) "CAO" means Chief Administrative Officer of the District of Lake Country
- b) "Council" includes the Mayor and Council members of the District of Lake Country
- c) "District" means the District of Lake Country.
- d) "Media" includes media sources outside of the District of Lake Country Social Media sites such as newspapers, radio, television and other social media sites that are not populated by the District.
- e) "Messages" includes online communications such as posts, blog posts, wall posts, tweets, document posting, video posting, comments, replies, direct messages, events, invitations.
- f) "Social Media" includes any facility for online publication and commentary including without limitation, blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

2) Social Media Account Management

- a) District Social Media sites will be populated regularly by the CAO and the Communications Officer or designate.
- b) Employees must obtain authorization from the CAO prior to engaging in work-related Social Media on behalf of the District.

- c) The CAO will evaluate all requests for usage, verify staff being authorized to use Social Media tools and confirm completion of online training for social media.
- d) District employees who are authorized by the CAO are free to publish or comment via Social Media in accordance with this policy.
- e) The Communications Officer will be responsible for maintaining a list of all social networking application domain names in use, the names of all employee administrators of these accounts, as well as the associated user identifications and passwords.
- f) The CAO and Communications Officer will maintain the Social Media sites, including the look and feel of pages, review each posting for spelling or grammatical mistakes and for policy and legal issues.
- g) Social Media identities, logon ID's and user names may not use the District's name without prior approval from the CAO.
- h) Employee profiles on social media sites must be consistent with employee profiles on the District website or other District publications. Profile information may be obtained from the Communications Officer.
- i) Official District photographs must be used for profile photographs. District photographs can be obtained from the Communications Officer.

3) Availability

The District updates and monitors social media accounts during regular office hours. As customer service is a priority, every attempt will be made to respond to all inquiries via Social Media in a timely manner during office hours; however, the usual ways of contacting the District for official correspondence is encouraged. The District assumes no responsibility for lack of service due to site related downtime or issues.

4) Posting Guidelines

- a) Social Media is understood to be a daily process.
- b) Employees shall be cautious of posting or disclosing their personal details when engaging in Social Media.
- c) All content associated with the District shall be consistent with District business and with the District's values and professional standards. No information which in good faith and good conscience, ought not to be disclosed, will be posted on District Social Media sites.
- d) Any information communicated that is later found to be in error will be removed or corrected and publically communicated as soon as possible.
- e) Misrepresentations made by, or in, the Media about the District may be addressed, but only by using facts and with respect.
- f) Employees will take time to edit, spell check, fact check and have another individual review Social Media messages before publishing.

- g) Messages will be simple, engaging and link the reader to further information on the District's website lakecountry.bc.ca.
- h) Quotes from other sources will be attributed to the original author/source, and when possible, a link provided to the original author/source rather than reproducing the work.

5) **Employee Conduct**

- a) Employees representing the District via Social Media are expected to conduct themselves at all times as a representative of the District and in accordance with District Policy and individual and collective contractual obligations.
- b) Employees engaging in Social Media on behalf of the District are required to identify themselves as an employee of the District.
- c) District employees shall not publish or comment via Social Media in any way during work hours, using work facilities unless specifically authorized to do so. Social Media may be used only as a business practice and not for personal reasons during business hours. Access to personal Social Media sites during work hours is unnecessary and an inappropriate use of company property and time.
- d) Employees in Management positions with the District shall conduct themselves in accordance with this policy when using Social Media for personal use as their position with the District would be well known within the community.
- e) Employees must be aware that participation in Social Media on behalf of the District results in comments being permanently available and open to being re-published in other media. Engaging in Social Media on behalf of the District may attract Media interest to individuals. Employees should proceed with care whether participating as a District representative or in a personal capacity.

6) **Council Conduct**

- a) Official District Social Media sites will not be used to promote opinions or political campaigns. As such, members of Council should participate in Social Media of their own accord. Council is accountable to the public and should abide by their legal responsibilities, avoiding conflict of interest and respecting confidentiality, as laid out in the Community Charter.
- b) Members of Council and election candidates are free to follow/fan the District, abiding by District Policies and posting guidelines. Retweets and referrals to District Social Media sites are appreciated.

2) **Ethical Conduct**

- a) When engaging in Social Media:
 - i) Citizen protection and respect are paramount;
 - ii) Every effort will be made to keep interactions factual and accurate;
 - iii) Transparency and openness will be strived for in Social Media interactions.
- b) Content, comments or links containing any of the following will not be allowed on District Social Media sites.

- i) Comments not topically related to the particular site or blog article;
- ii) Slanderous or defamatory remarks, obscene language or sexual content;
- iii) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- iv) Promotion of commercial services or products other than significant District sponsors, affiliations, or business partnerships;
- v) Promotion of political candidates or of political ideas of individual elected officials.
- vi) Promotion of illegal activity;
- vii) Information that may compromise the safety or security of the public or public systems;
- viii) Content that violates non-disclosure agreements or legal ownership interest of any other party
- ix) Identifying remarks, citations or references of District citizens, partners or suppliers without prior approval;
- x) Slanderous or embarrassing comments of the District, District customers, or District employees.
- xi) Promotion of personal views or beliefs unless they represent or are consistent with the District's views and are done in accordance with District policies.

3) **Records**

All District Social Media sites shall adhere to applicable provincial, federal and local laws, regulations and policies including Information Technology and Records Management bylaws and policies and all other applicable District policies.

The Freedom of Information & Protection of Privacy Act applies to Social Media content and therefore content must be able to be managed, stored and retrieved to comply with the act.

4) **Copyright Laws**

Laws governing copyright and fair use or fair dealing of copyrighted material owned by others must be adhered to, including District of Lake Country copyrights and brands.

5) **Enforcement**

- a) This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet of the District.
- b) Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.
- c) Use of the District-provided internet, email and Social Media is a privilege. Unauthorized use will result in the loss of access for the user and, depending on the seriousness of the infraction, may result in disciplinary action as deemed appropriate.
- d) The District reserves the right to restrict or remove any content from District Social Media sites that is deemed in violation of this policy or any applicable law.

Mayor

Corporate Officer