



**Title:** Social Media Policy

**Policy Use:** Internal/External

**Department:** Communications

**Implementation Date:**

## **BACKGROUND**

As a public body, the Town of Logy Bay-Middle Cove-Outer Cove recognizes and uses social media as a strategic communications tool for informing and engaging with the public.

## **OBJECTIVE/PURPOSE**

The Town of Logy Bay-Middle Cove-Outer Cove uses social media platforms as well as a corporate website for the purposes of providing relevant and timely information to the public. It is also an additional avenue for stakeholders and the public to directly engage with the Town.

Social media also allows the Town to share time-sensitive information; increase public awareness of events, notices, projects, employment opportunities, etc.; encourage public conversation and ideas; provide an additional avenue for the public to obtain information; and develop and foster stakeholder/community relationships.

The purpose of this policy is to outline and provide appropriate guidance to employees who are authorized to use social media on behalf of the Town, while also informing the public of the Town's social media practices.

## **DEFINITIONS**

"Town" - Means the Town of Logy Bay-Middle Cove-Outer Cove

"Posted" - Means published online, whether through a public post or a private message

"Inappropriate use" - Examples include but are not limited to the following:

1. Transmitting any materials in violation of local, provincial or national laws;
2. Using vulgar, profane or inappropriate language;
3. Transmitting or posting threatening, abusive, discriminatory, or obscene material;
4. Posting material that is likely to compromise the safety or security of the public or public systems;
5. Engaging in any disrespectful or harassing behavior as defined in the Town's Respectful Workplace and Harassment Policy.



“Social Media” - Means any application, tool or platform used for online information and publication including but not limited to Facebook, Twitter, LinkedIn, YouTube, Instagram, and blogs.

“Town Social Media Sites” - Means social media that is sanctioned by and operated by the Town of Logy Bay-Middle Cove-Outer Cove.

“Handle” - Means username or screen name used on social media sites.

## **GUIDELINES AND PROCEDURES**

### **1. SCOPE**

This policy applies to all Town staff and outlines the guidelines for those authorized to use social media on behalf of the Town.

### **2. ROLES AND RESPONSIBILITIES**

The Communications Committee of Council retains discretion to authorize new and/or deactivate Town social media accounts determined by communication needs, benefits and risks.

Social media channels for the Town of Logy Bay-Middle Cove-Outer Cove are administered by the Communications Officer through the Town Manager or designate.

Content posted to Town social media channels is developed by and posted by the Communications officer.

The Communications officer or designate accepts content requests from Town Council and staff and uses social media best practices to determine suitability for social media. If it is determined that the request is suited for social media, the Communications department will prepare and/or edit requested content to ensure consistency of voice and best practices.

### **3. USE OF SOCIAL MEDIA**

3.1 Social media is considered a strategic communications tool that is used to enhance, not replace, other communication avenues within the Town.



- 3.2 All content posted on the Town's social media platforms must be used to enhance information and communication about Town events and services. The Town is a neutral body and does not endorse, post or share third-party content and/or content not directly related to Town events/matters.
- 3.3 Unless specified, all social media platforms are monitored during business hours only (Monday - Friday from 8:30 am - 4:30 pm during regular hours and 8:30 am - 4:00 pm during summer hours - excluding holidays). For urgent and/or emergency matters, posts may be made outside of regular operational hours.
- 3.4 All information posted and/or shared on Town social media channels is the property of the Town.
- 3.5 Information posted and/or shared on the Town's social media channels shall maintain consistency, professionalism, and guidelines of all Town communications materials and approaches, both internal and external.
- 3.6 The Town of Logy Bay-Middle Cove-Outer Cove makes every effort to respond to legitimate inquires and comments from the public in a timely manner. Inappropriate inquires/comments will be removed, when possible, from the Town's social media platforms.
- 3.7 The Town of Logy Bay-Middle Cove-Outer Cove does not condone posts that foster discrimination, support illegal activity, or defame the Town or its employees. Where possible, any such posts will be removed from the Town's social media platforms and any individual who repeatedly uses derogatory or offensive content on the Town's accounts will be blocked. The Town also does not engage in any posts where personal information is in dispute.

#### **4. SOCIAL MEDIA PLATFORMS**

##### **4.1 Facebook**

- a) The Town is a neutral body and does not endorse, post or share third-party content and/or content not directly related to Town events/matters.
- b) The Town's Facebook page will be used solely for Town business and Town related events, emergencies, cancellations, etc.
- c) The following items can be shared on the Town's public Facebook page:
  - i. Extraordinary cases involving national recognition of a Town resident
  - ii. Community group AGM
  - iii. Third-party Town-sponsored events
  - iv. Other extraordinary items at the sole discretion of the Town



#### **4.2 Twitter**

- a) Posts on twitter can be retweeted by the Town's Twitter if it relates to the following areas:
  - i. School events
  - ii. Community events & engagement
- b) Items cannot be retweeted on the Town's twitter page if it relates to the following areas:
  - i. User is a media organization
  - ii. Username is offensive
  - iii. Message is offensive

#### **4.3 External Sign**

- a) The Town can use the external outside sign to display Town and community events/achievements which are affiliated and or in partnership with the Town, Town business and messages, extraordinary community resident recognition.
- b) The sign will not be used to promote external organizations and private residential events, promote resident events or resident requested messages (i.e., birthdays, events, parties, fundraisers, etc.).

#### **4.4 Website**

The Town will use its [www.lbmcoc.ca](http://www.lbmcoc.ca) website as an outlet to post Town business and Town events, matters and content.

### **5. COMPLIANCE**

This policy applies to all individuals authorized to use social media on behalf of the Town of Logy Bay-Middle Cove-Outer Cove. The Town will monitor compliance with this policy and will address any concerns that come to its attention.

### **6. REVIEW OF POLICY**

This policy will be reviewed by the Communications and Public Engagement Committee.



Chair of Communications and Public Engagement:

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Town Mayor:

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Town Manager:

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Date:

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**Title:** Employee & Council Social Media Policy

**Policy Use:** Internal / External

**Department:** Communications

**Implementation Date:**

## **BACKGROUND**

The Town of Logy Bay-Middle Cove-Outer Cove acknowledges that employees and Council may host, comment or otherwise participate in Social Media and the Town respects the right of employees and Council to do so.

## **OBJECTIVE/PURPOSE**

When we are online, we are in public and we serve the public with integrity, honesty and respect. Do not share content that reflects poorly on you, your coworkers, fellow Councillors or the Town.

The purpose of this policy is to encourage the appropriate personal use of social media by Town Employees and Council and provide guidance on the personal use of social media, when Town interests may be impacted.

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## **GUIDELINES AND PROCEDURES**

### **1. SCOPE**

This policy applies to all Town Employees and Councillors.

### **2. PERSONAL USE OF SOCIAL MEDIA**

Although employees and Council may be using social media for personal reasons, the following standards apply:

- 2.1 As a private citizen when engaging in social media, employees must use a private email address rather than their Town of Logy Bay-Middle Cove-Outer Cove issued email.
- 2.2 When communicating about Town-related business, all communications must be made through your issued Town of Logy Bay-Middle Cove-Outer Cove email.
- 2.3 The use of the Town's Logo is strictly prohibited for use of any outside organization, person, staff, and council member unless specifically authorized in writing by the Town.
- 2.4 If an employee or Councillor chooses to self-identify as a Town representative, that person must ensure that he or she clarifies that all opinions posted are his/her own and do not reflect those of the Town of Logy Bay-Middle Cove-Outer Cove.
- 2.5 A disclaimer does not by itself exempt you from the responsibility when posting online. By virtue of your position, you should consider whether personal thoughts you publish may be misunderstood as expressing the positions or opinions of the Town.
- 2.6 All Town policies including those respecting privacy, confidentiality or corporate information and harassment and discrimination must be followed.
- 2.7 The Town does not condone publically-posted content or comments by employees or Councillors in any form, made at any time, that undermine the decisions made by council and staff.
- 2.8 Employees and Councillors must not post comments, images or video that may damage the reputation or otherwise negatively impact the Town of Logy Bay-Middle Cove-Outer Cove or its officials or employees; or is disrespectful or harassing in any manner.



- 2.9 Employees and Councillors can be personally liable for defamatory or discriminatory content about other individuals. All employees and Councillors have a responsibility to avoid making public comments or posting content that is defamatory, derogatory or offensive toward coworkers or other Councillors or other persons, even if those people are not identified.
- 2.10 In all circumstances, employees and Councillors are reminded to exercise common sense and good judgement in the use of social media. They should always be respectful about the privacy of individuals with whom they have contact with or about whom they have information as a result of working with the Town.
- 2.11 Once something is posted on social media, control over the content of that posting may be lost forever. Written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

**3. TOWN SOCIAL MEDIA SITES**

The Town of Logy Bay-Middle Cove-Outer Cove employees and Councillors are encouraged to support the Town’s official social media activities by sharing posts to help promote Town initiatives.

**4. COMPLIANCE**

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**5. REVIEW OF POLICY**

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Chair of Communications and Public Engagement: \_\_\_\_\_

Town Mayor: \_\_\_\_\_





Town Manager:

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Date:

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