

THE CORPORATION OF THE MUNICIPALITY OF MAGNETAWAN

BY-LAW NO. 2018 - 34

Being a By-law to adopt a social media policy.

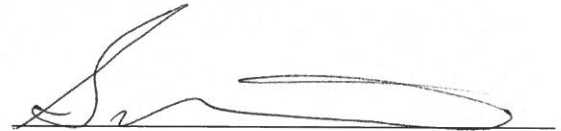
WHEREAS Section 10 of the *Municipal Elections Act, 1996, S.O. 1996, c.32*, as amended, authorizes municipalities to provide any service or thing that the municipality considers necessary or desirable for the public;

NOW THEREFORE the Council of the Corporation of the Municipality of Magnetawan enacts as follows:


1. **THAT** the *Magnetawan Social Media Policy* shall be adopted, attached hereto as Schedule 'A' and forming part of this By-law.
2. **THAT** this By-law shall come into force and effect on the date of its passing.

READ A FIRST, SECOND, AND THIRD TIME, passed, signed and the Seal of the Corporation affixed hereto, this 23rd day of May, 2018

THE CORPORATION OF THE MUNICIPALITY OF MAGNETAWAN



Mayor



Clerk-Administrator

SCHEDULE 'A' TO BY-LAW 2018-34
MAGNETAWAN SOCIAL MEDIA POLICY

POLICY STATEMENT

The Municipality of Magnetawan is committed to communicating and engaging effectively with all ratepayers, visitors and stakeholders in a variety of ways to reach individuals with a vested interest in the municipality, including Social Media platforms.

PURPOSE

The purpose of this policy is to promote the advancement of the Municipality of Magnetawan, and to inform our ratepayers, visitors and the general public, via Social Media platforms, about ongoing and upcoming events, Municipal news & public notices, Council Meeting Agendas and Minutes, posting local photos and area videos, as well as other pertinent information that is deemed beneficial.

DEFINITIONS

Social Media: means the web-based technologies and sites (often called Web 2.0) and includes blogging, microblogging (Twitter), photosharing (Flickr, Instagram), video sharing (YouTube), webcasting (Blogtv), and networking (Linkedin, Facebook, wikis, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.

Employee means any person employed by the Municipality of Magnetawan and Council Members

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

Social Media Coordinator means the Municipality of Magnetawan staff and representatives tasked with posting and reviewing content on Corporate Social Media platforms.

Political Material means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain.

Municipality of Magnetawan Social Media Platforms means social media platforms created and managed by municipal staff and representatives. For an up-to-date list, visit www.magnetawan.com/social-media.

APPLICATION

No employee (Municipal staff and Council Members) shall use municipal Social Media platforms to endorse, advertise or benefit for personal gain in any way, shape or form, including but not limited to Municipal Election Campaigns. No Employee shall post or publish municipal information that is confidential. Confidential information includes such things as unpublished materials, documents & statistics, current and future projects, financials, facts and figures and other pertinent Municipal details. As Employees you are bound by the terms of the Municipality of Magnetawan, its policies and procedures, codes of conduct and By-laws.

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

- Information pertaining to the Municipality's business and events
- Information pertaining to events held in the Municipality's facilities
- Information pertaining to Public Health and Safety (road closures, inclement weather, etc.)

The Clerk-Administrator shall designate the Social Media Coordinators for the Municipal Social Media Platforms. Employees may be given access to Municipal Social Media Platforms through the approval of the Clerk-Administrator.

PROCEDURES

1. Creating a Municipal Social Media Platform

- a. Employees and committee/board members wishing to use a social media site should work with the Clerk-Administrator or their designate to discuss specific goals and objectives.
- b. Employees and committees/boards of Council must have approval from the Clerk-Administrator, prior to establishing a social media platform on behalf of the Municipality of Magnetawan.
- c. Login and password information must be provided to the Clerk-Administrator.

2. Administering Municipal Social Media Platforms

- a. All municipally-owned social media platforms shall be administered by the Social Media Coordinator.
- b. The Recreation Supervisor may create content and post to municipal Social Media platforms with approval from the Social Media Coordinator.
- c. When a Social Media Coordinator leaves the Municipality of Magnetawan, all passwords shall be changed for the municipal-owned social media sites to which they had access.
- d. An appropriate disclaimer or other terms and conditions, as approved by the Clerk-Administrator, must be posted to the Municipality of Magnetawan's Social Media page on the municipal website, which will be accessible from all social media platforms.
- e. Content on the Municipality of Magnetawan's Social Media platforms will be monitored by Social Media Coordinators who are responsible for:
 - i. Correcting misinformation and ensuring content is up-to-date;
 - ii. Ensuring responses to wall posts, in-box messages and discussion comments are made in a timely manner
 - iii. Removing any post that is considered to be false, defamatory, abusive, hateful, obscene, racist, sexually-oriented, threatening, discriminatory, or invasive of someone else's privacy;
 - iv. Denying access to or blocking users who continue to post inappropriate or offensive comments.

3. Internal/External Content

- a. Comments, posts, and messages are welcome on municipal social media platforms provided they do not contain:
 - i. Obscene, racist, or otherwise discriminatory content;
 - ii. Personal attacks, insults, or threatening language;
 - iii. Plagiarized material or copyright material;
 - iv. Confidential information published without prior consent;
 - v. Promotion of political candidates or other political material.

- b. All posts must be monitored by delegated Municipal Social Media Coordinator who may delete any message, if a submission violates guidelines or is any other way inappropriate. If a user continues to post messages that violate the guidelines, the user may be blocked from using the platform. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the Clerk-Administrator or Deputy Clerk.

4. Council/Committee/Board Members and Social Media

- a. Members of Council are welcomed and encouraged to participate in social media, through their own accounts, while respecting the Council Code of Conduct. Member of Council are encouraged to also follow the Municipality's social media accounts and share the content posted.
- b. The Municipality of Magnetawan Social Media pages will follow any current Member of Council's social media account, which are used to promote municipal and community information. (ie. Strictly personal accounts will not be followed). All accounts owned by Members of Council will be un-followed, and no further material will be shared on the Municipality of Magnetawan's Social Media pages as of the start of nomination period for any municipal elections or by-elections.
- c. If any accounts belonging to non-incumbent candidates are being followed, they will also be un-followed and no further material will be shared on the Municipality of Magnetawan's Social Media pages as of the date they file nomination papers.
- d. Any violations of the Code of Conduct by Council/Committee/Board Members will be dealt with according to the process outlined in the Code.

BREACH OF POLICY:

A breach of this policy by an employee is a matter that will result in disciplinary actions, up to and including termination.

DISCLAIMER:

The Corporation of the Municipality of Magnetawan is not responsible for comments made by subscribers or members related to its social media applications and reserves the right to remove any content that is inappropriate for any reason at any time. Third party social media pages are private businesses with their own terms of service and privacy policies. The Municipality of Magnetawan does not accept responsibility for the operation of third party social media sites and is unable to guarantee the privacy of individuals who access content provided to such sites by The Municipality. In conclusion, by providing any information, photos, videos and other such materials to The Municipality of Magnetawan through comments made on its social media platforms, you grant The Municipality of Magnetawan an unrestricted, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, display, publicly perform, transmit and distribute the information and other such materials.