



Municipality of Magnetawan

Social Media Policy

Policy Scope:

The Municipality of Magnetawan (referred to hereinafter as “The Municipality”) 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. This policy will ensure the Municipality maintains “one voice” across multiple Social Media platforms. This policy applies to all forms of internet-based technologies for Social Media including but not limited to: Twitter (X), YouTube, Facebook, Flickr, Instagram, TikTok, Blogtv, LinkedIn, etc.

Purpose:

The purpose of this policy is to promote the advancement of the Municipality of Magnetawan, and to inform our ratepayers, visitors, and stakeholders along with the public, via Social Media platforms, about ongoing and upcoming events, Municipal news, and notices, as well as other pertinent information that is deemed beneficial. This policy will provide clear direction on communication practices for interacting and making public statements on behalf of the Municipality.

General Guidelines:

The Municipality’s website: **www.magnetawan.com** will remain the Municipality’s primary and predominant internet presence for in-depth information, forms, and online documents. All social media usage will direct visitors back to the appropriate section of the website where possible.

General upkeep and communication for the Municipality Social Media will be managed by Municipality staff at the discretion of the CAO/Clerk during normal business hours only.

Any user and/or content that is deemed to be inappropriate, which includes but is not limited to: obscene, derogatory, pornographic, discriminatory, sexual, racist, personal attacks, insults, profane language, illegal, threats, potentially libelous statements, copyrighted, plagiarized, private or personal (without consent), spam or information that may tend to compromise the safety or security of the public or public systems will be removed immediately.

Municipality of Magnetawan Social Media Use:

Social Media is one of the primary communication channels that the Municipality uses to provide information directly to its ratepayers. Consistent use of these channels and accuracy of information being posted is critical to maintaining public confidence in the Municipality and its services and operations. Therefore, the CAO/Clerk will provide oversight or designate an employee responsible for administering the Municipality of Magnetawan social media accounts and its activities including:

- Maintain the login and password information to all Municipality social media accounts and provide this information to the CAO/ Clerk.
- Establishment of any new social media accounts that represents the Municipality. The creation of these accounts must be approved by the CAO/ Clerk.
- Making public statements and posting on Municipality social media accounts. The Municipality does not engage in conversations on its own or other sites; however, will correct misinformation or ‘hot topics’ in a general way on its own pages, again directing back to the Municipal Website whenever possible.

- The CAO/Clerk reserves the right to terminate any Municipality of Magnetawan social media account.
- Regular assessments of all Municipal social media accounts to ensure “one voice” is being represented along with the accuracy of information.
- Only employees who have been designated by the CAO/ Clerk may post content or interact on social media channels on behalf of the Municipality.

Introduction:

Social media accounts are social networking platform which allow users to post and exchange messages and converse publicly with others via a mobile form or web browser. Social media accounts allow users to share links to online information, publish photographs and share other media such as video. With the exception of private messages exchanged between users, all messages are public and visible to all for review, comment and sharing. The Municipality reserves the right to turn messaging and conversations on or off at its discretion.

Availability:

The Municipality updates and periodically monitors its social media accounts during regular business hours (excluding holidays) Monday to Friday 8:00 am to 5:00 pm. Social media accounts may occasionally be unavailable, and the Municipality accepts no responsibility of service due to social media downtime.

Following (Like):

The Municipality does not automatically follow organizations or individuals who follow the Municipality. The Municipality may follow relevant organizations including government agencies, organizations in the health or emergency sector and other parties where there is a clear link in communication and receiving pertinent public information. The Municipality will generally not follow individuals unless they are known in a professional capacity. Being followed by the Municipality does not imply endorsement of any kind.

Unfollowing:

As part of account maintenance and monitoring, the Municipality will regularly review accounts it is following. This may result in unfollowing accounts.

Privacy:

The Municipality does not capture or record the contact details of parties following its Facebook account(s). Any information identified or deemed confidential or private is treated in accordance with Facebook’s Privacy Policy.

Replies and Private Messages:

The Municipality welcomes feedback and ideas from its followers. We read all replies and private messages are read to ensure that any emerging themes or helpful suggestions are forwarded to the appropriate department for their information. The Municipality at their discretion, may issue a general response and/or update when deemed appropriate. The Municipality will not engage in conversations that are of the following nature:

- Comments that are offensive to an individual or organization
- Comments that are obscene, racist, discriminatory, hateful, defamatory, rude, insulting, aggressive or violent
- Messages that contain spam
- Messages for advertising and/or marketing purposes
- Posts that include the names, addresses and telephone numbers of Municipality of Magnetawan employees and other social media participants

The above is not an exhaustive list and if posts of the above nature are made, the Municipality reserves the right to remove, limit or block those users.

The usual way of contacting the Municipality for official correspondence is detailed in the Contact Information section of the Municipality website.

Likes and Sharing:

The Municipality actively seeks opportunities to like and share content that contributes to the dissemination and exchange of useful information about the Municipality of Magnetawan and related topics, events etc..

Committees/Boards Use of Social Media:

Committees/Boards cannot use Municipal branding when promoting events on any social media platforms without the expressed permission of the Municipality.

Disclaimer:

The Municipality 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 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. By providing any information, photos, videos, and other such materials to The Municipality through comments made on its social media platforms, you grant The Municipality an unrestricted, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, publicly reform, transmit and distribute the information and other such materials. All comments or other content posted via Social Media platforms may be considered public records and be subject to public disclosure under MFIPPA. For more information regarding your privacy, please refer to our Privacy Policy.