



## **The Corporation of the Municipality of Whitestone**

### **SOCIAL MEDIA POLICY**

#### **POLICY STATEMENT AND PURPOSE:**

- The purpose of this policy is to promote the advancement of The Municipality of Whitestone, and to inform our ratepayer's and the general public, via Social Media Sites, 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.
- No employee (Municipal staff and Council members) shall use such Social Media Sites to endorse, advertise, or benefit for personal gain in any way, shape, or form, including but not limited to Municipal Election Campaigns. No employee (Municipal staff and Council members) may post or publish confidential information. Confidential information includes such things as unpublished materials, documents & statistics, current and future projects, financials, facts and figures and other pertinent Municipal details.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 (Municipal staff and Council members) you are bound by the terms of The Municipality of Whitestone, its policies, plans and procedures, guidelines, codes, protocols and By-Laws.

#### **POLICY GUIDELINES:**

- The Municipality of Whitestone does not view Social Media as a forum for inappropriate criticisms or personal attacks on the Municipality, its employees (past and present Municipal staff and Council members), affiliates and ratepayers. Any and all Social Media comments must be at all times, professional and appropriate.
- As of May 4<sup>th</sup>, 2015, the Municipality of Whitestone's Social Media Sites include: a Facebook page; a Twitter account; a YouTube channel; as well as a Google+ account with a verified Gmail address, which combines all four (4) Sites under one domain. This will allow us to analyze, organize and track the progress and content of each Site through the Google Analytics tool, allowing us to make improvements where necessary and keep track of those posts that others respond to positively. The information gathered through this tool, such as the total number of page likes, posts, comments, views, shares, followers, subscribers and visitors to our Social Media Sites will all be kept in a monthly log.

#### **PRIVACY SETTINGS:**

- The privacy settings on The Municipality of Whitestone's Social Media Sites will be set to allow others to view our profile information and posts, however, there will be strict settings in effect. Only posts made by The Municipality of Whitestone will be allowed, and the general public may like, share and/or comment on those posts. Do not use these Social Media Sites to publish anything that is dishonest, untrue or misleading in any way. The Municipality of Whitestone reserves the right to remove any comments from any of its Social Media Sites as it deems necessary in its own business judgement and reasoning.
- The Municipality of Whitestone is not responsible for the content of any comments made by third-parties on its Social Media Sites. You may be subject to liability for any comments that are derogatory, offensive, obscene, insulting, demeaning, slanderous, threatening or harassing in any nature. Make sure to respect Copyright Laws, as it is critical that you show proper respect for these laws governing copyrighted material owned by others, including The Municipality of Whitestone, as this may also subject you to liability.

- Commenting on The Municipality of Whitestone's Social Media Sites constitutes your consent and agreement to be legally bound by these terms and conditions, as well as the terms and conditions of the Social Media Sites themselves. You agree that The Municipality of Whitestone shall not be liable under any circumstances, for any errors, omissions, loss or damages claimed or incurred due to any of your Social Media comments. Contributors to The Municipality of Whitestone's Social Media Sites should not suggest, either explicitly, or implicitly, that their Social Media communications represent the communications of The Municipality of Whitestone, its affiliates, employees (past or present Municipal staff and Council members), or ratepayers. Unless otherwise permitted by The Municipality of Whitestone in writing, the use of our published material and/or logo is strictly prohibited.

**DISCLAIMER:**

- In conclusion, by providing any information, photos, videos and other such materials to The Municipality of Whitestone through comments made on its Social Media Sites, you grant to The Municipality of Whitestone an unrestricted, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, display, publicly perform, transmit and distribute the information and other such materials.