



DISTRICT OF NORTH SAANICH

COUNCIL POLICY

TITLE: SOCIAL MEDIA	NO. COU-040
Purpose <p>To establish guidelines for the District of North Saanich for the use of social media as a means of providing information to the public. The intended purpose for the use of social media is to distribute information about the District to the general public – residents, visitors and others who may be interested in learning more about the District of North Saanich.</p>	
Policy <ol style="list-style-type: none">1. The District may use social media to reach a broader audience. The District's social media use shall be administrative and informative in nature.2. Primary responsibility for implementing and monitoring social media and web strategies to meet this policy's purpose fall under the mandate of the Administration.3. The District will update and monitor its social media accounts during regular office hours, Monday to Friday. The District assumes no responsibility for lack of service due to downtime.4. The District's website is the primary medium for the release of information on-line; social media may be used to supplement it. Whenever possible, links must be used to direct users back to the District's official website for more information.5. The Administration will manage all social media accounts and posts. The Communications Manager or designate has sole discretion to approve the content that will be posted on social media sites.6. The <i>Freedom of Information and Protection of Privacy Act</i> applies to social media content; therefore, content must be managed to comply with the Act.	

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7. Content that is specifically prohibited includes:
- Profane language or content;
 - Comments in support of, or in opposition to, any political campaigns;
 - Solicitations of commerce, commercial promotions or spam;
 - Conduct or encouragement of illegal, improper or illicit activity;
 - Content that is or should be known to be confidential;
 - Defamatory or personal attacks, and threats to any person or organization;
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
 - Information or references to personal addresses, telephone numbers, e-mail addresses, family members or other personal information of District officials or employees;
 - Information that may compromise the safety or security of the public or public systems.
8. Staff responsible for content posted to social media sites must conduct themselves in accordance with this Policy and the District’s Employee Code of Conduct Policy. Individuals who fail to do so may be subject to disciplinary procedures.
9. Employees responsible for posting content must follow the following guidelines:
- Keep postings factual and accurate. If a mistake is made, acknowledge it and post a correction as soon as possible;
 - Never engage in an argument with a citizen on a District-maintained social media site;
 - Post meaningful, respectful comments that are consistent with District related topics;
 - Posted content must not violate the District’s privacy, confidentiality or legal guidelines for external communications. Staff shall not post information related to legal matters, litigation or any parties with whom the District may be in litigation;
 - Respect brand, trademark, copyright, fair use, confidentiality and financial disclosure laws. When using material from copyright sources, appropriate attributions must be included.
10. Staff will moderate public comments using the following guidelines:
- Public comments that are deemed to be non-factual, derisive or defamatory to the District’s good will and reputation, or that contravene section 7 of the Policy must be removed.

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- The District may choose to block users whose public comments contravene any section of this policy.

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