

THE RURAL MUNICIPALITY OF PINEY

“Social Media Policy”

Subject: Social media

Effective Date: January 8, 2014

Replaces Policy: New

Resolution No.: 7 **Resolution Date:** January 14, 2014

A. DEFINITION :

Social Media: Content created by people using highly accessible publishing technologies. Social media is distinct from traditional media such as newspapers, television, and film. Social media comprises relatively inexpensive and accessible tools that enable anyone to publish or access information – other media generally require significant resources to publish information.

Social Media may include:

- social network sites (Facebook, Myspace, etc;)
- video and photo sharing websites (Instagram, YouTube, etc;)
- personal or business blogs, or posting comments on media outlet blogs
- micro-blogging and instant messaging (Twitter, SMS, etc;)
- forums, discussion boards/groups, online gaming sites (Google, Yahoo games, etc;)

B. PURPOSE:

To establish a social media policy that provides guidance for employees and external contractors on their professional and personal use of social media. The intention of this policy is to establish a culture of openness, trust, and integrity in our online activities. All employees are responsible for knowing and understanding the policy.

C. POLICY

1. Rules of Engagement:

Before engaging in social media as a representative of the Rural Municipality of Piney, you must become authorized to comment. Once authorized to do so, you must:

- Disclose you are an employee/contractor of the RM of Piney, and use only your own identity, or an approved official account or avatar
- Disclose and comment only on information classified as public domain information
- Ensure all content published is accurate, non-misleading, and adheres to relevant policies
- Ensure you are not the first to make an announcement (unless authorized to do so)
- Comment only on your area of expertise and authority
- Ensure comments are respectful of the community in which you are interacting online

If you are authorized to comment as a RM of Piney representative, you must not:

- Post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, etc;
- Use or disclose any confidential or secure information
- Make any comment or post any material that might otherwise cause damage to the department's reputation or bring it into disrepute

2. Identifying Inappropriate Use:

If you notice inappropriate or unlawful content online relating to the Rural Municipality of Piney, or content that may have been published in breach of this policy, you should report the circumstances via email to: martin_rmpiney@wiband.ca or call 204-437-2284.

D. CONCLUSION:

Social media can be an effective tool for use to communicate with the public and should be part of an overall communication strategy. Once any content is posted to social media sites, it can be immediately re-used and shared by others making it impossible to effectively stop errors or misinformation. Advance approval of content before posting reduces the risk of misinformation or errors. Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, sexual harassment, discrimination, or any other governing laws. Those who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.