



THE CORPORATION OF THE TOWNSHIP OF AUGUSTA

BY-LAW NUMBER 3111 - 2014

Being A By- Law To Establish A Social Media Usage Policy

WHEREAS the Township of Augusta recognizes that social media is increasingly used as a customer service and communication tool to enhance and increase public knowledge and engagement;

AND WHEREAS the Municipality supports the development of sustainable relationships with residents and stakeholders and encourages communication for the benefit of the community;

AND WHEREAS Council deems it expedient to adopt a Social Media Policy;

Now Therefore The Council Of The Corporation Of The Township Of Augusta Enacts As Follows:


1. That a Social Media Policy as attached hereto as Schedule "A" be adopted.
2. This by-law shall come into force and effect on the day that it is passed.

Read a first time this 28 day of July 2014
Read a second time this 28 day of July 2014
Read a third time and passed this 28 day of July 2014.


REEVE


CAO/CLERK

Schedule A

 Township of Augusta			
Policy:	Social Media Policy	Date issued:	
Coverage:	Staff, Elected officials, committee and board members, volunteers and any party who use social media on behalf of the Township	Resolution:	

1.0 Purpose

The Township of Augusta recognizes that social media is increasingly used as a customer service and communication tool to enhance and increase public knowledge and engagement. This policy is intended to establish the rules, protocols and guidelines for the professional use of social media applications employed by the Township.

2.0 Responsibility

It is the responsibility of the CAO to approve access to, and proper use of, all social media sites and ensure that all persons that have access understand and follow the procedures set forth in this policy.

3.0 Scope

This policy applies to all persons that use social media on the Township's behalf.

4.0 Policy

It is deemed practical to establish the following concepts, practices, guidelines, expectations and responsibilities for all Augusta social media sites.

- 1) Township social media sites will be used in an appropriate and secure manner and operate within, and comply with, all applicable laws and regulations.
- 2) Social media sites will be established for the purpose of public notification for the residents and stakeholders of Augusta Township.
- 3) Only posts furthering official Township business and safety will be posted with the exception of charity or nonprofit group events that benefit the community.
- 4) Inappropriate posts or comments shall not be permitted on any Township of Augusta social media site. These include but are not limited to:
 - i. Non constructive or negative comments
 - ii. Disseminating confidential and/or private Township, individual or organizational information.
 - iii. posts or comments containing any content that compromises the Township's image and integrity or individual privacy
 - iv. comments not related to the original topic, including random or unintelligible comments
 - v. profane, obscene, violent, or pornographic content, in nature and/or language
 - vi. Content that promotes fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, national origin, sexual orientation or any human rights restricted group;
 - vii. Defamatory or personal attacks;
 - viii. Threats to any person or organization

- ix. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - x. Solicitation of commerce, including but not limited to advertising of any non-Township business or product for sale;
 - xi. Conduct in violation of any federal, provincial or local law;
 - xii. Encouragement of illegal activity;
 - xiii. Information that may compromise the safety or security of the public or public systems; or
 - xiv. Content that violates a legal ownership interest, such as copyright, of any party.
- 5) The Township reserves the right to determine the appropriateness and restrict and/or edit any comments in violation of this policy or applicable laws and regulations and will be at the sole discretion of the Clerk/CAO.
 - 6) The Township shall not respond to any negative non-constructive comments.
 - 7) All comments and posts will only be addressed during normal business hours. After hour comments or posts will be addressed in a timely manner as soon as possible.
 - 8) The Township's website shall remain the primary and predominant source for internet information. Where possible, social media sites should drive traffic to the website for more in-depth information.
 - 9) Usage of social media or the creation of a social media site shall not in any way negatively impact or compromise the performance or security of the Township's communications and technology systems.
 - 10) A designate will be responsible to monitor and post content on social media sites in accordance with this policy.
 - 11) Content posted to the Township's social media sites will be considered transitory records and will not be retained by the Township.

5.0 Review

This policy shall be reviewed from time to time as social media evolves by the Clerks Department and recommendations made for any amendments deemed necessary to ensure the Township's requirements and expectations are being met.

Disclaimer

The Township 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 and at any time. Third-party social media sites are private businesses with their own terms of service and privacy policies. The Township does not accept any 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 Township.

Comments posted by a member of the public on any Township social media site or personal site is the opinion of the commentator or poster only and publication of a comment does not necessarily reflect the opinion or imply endorsement of, or agreement by the Corporation of the Township of Augusta and the Township assumes no responsibility for such opinions.

Any content posted or submitted is subject to public disclosure.