BY-LAW NO: 21-57

Being a bylaw to adopt the Corporation of the Township of the North Shore Social Media Policy

WHEREAS Section 5 of the Municipal Act 2001 S.O. 2001, c.25, as amended, authorizes a municipality to pass by-laws to exercise its municipal powers;

AND WHEREAS Section 8 of the Municipal Act, S. O. 2001, c.25, as amended, confers broad authority upon municipalities and provides that a municipal power shall be exercised by by-law;

AND WHEREAS Section 10(1) of the Municipal Act, S. O. 2001, c.25, as amended, authorizes a single-tier municipality to provide any service or thing that the municipality considers necessary or desirable for the public;

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWNSHIP OF THE NORTH SHORE HEREBY ENACTS AS FOLLOWS:

1. That the Corporation of the Township of the North Shore hereby adopts a Social Medi policy;

2. The attached Schedule "A", being the Social Media policy, shall form part of this by-law.

3. This by-law shall come into effect on the date of its final passing.

READ A FIRST, SECOND AND THIRD TIME ENACTED AND FINALLY PASSED THIS 17th DAY OF NOVEMBER, 2021.

Tony Moor, Mayor

Angel Pilon, Clerk

The Corporation of the Township of the North Shore
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By-Law 21-57
Schedule "A"

THE CORPORATION OF THE TOWNSHIP OF THE NORTH SHORE

POLICY MANUAL

POLICY TITLE: Social Media Policy	SUBJECT: Rules and Regulations
POLICY SECTION: S	POLICY NO: 6
EFFECTIVE DATE: November 17, 2021	ENACTED BY: By-Law 21-57

Background

The Township of The North Shore (The North Shore) is responsible for the accurate and transparent sharing of information with the public through education and promotion of various programs, services, initiatives and Council decisions. To effectively share that information, The North Shore uses a combination of traditional communications and online communications to reach the largest number of residents, visitors and stakeholders as possible.

The popularity of social media sites and/or networks provide The North Shore with a powerful communications tool that allows for information to be shared immediately, effectively and in a cost-efficient manner, while also allowing for engaged discussion with residents and stakeholders.

The Clerk's office is the lead authority for The North Shore's online communication strategies. Social media accounts for corporate use will be established and managed by the Clerk's office in conjunction with the assistance of appointed Social Media Moderators.

Purpose

To provide rules and guidelines on the acceptable participation in social media sites and networks. This policy is to be read in conjunction with other relevant policies such as but not limited to: Code of Conduct (both staff and Council), Council-Staff Relations Policy and Workplace Anti-Violence, Harassment, and Sexual Harassment Policy.

While The North Shore recognizes the popularity of social networking, certain behaviours must be observed to protect both employees' and the Corporation's reputation. This policy serves to:

- Safeguard The North Shore's reputation
- Provide employees and members of Council with clear usage guidelines
- Provide protocol around monitoring, administration, acceptable use and privacy.

Definitions

Follow means to subscribe to a social media account of another user and receive their posts as updates.

Political material means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain or to drive a political agenda.
Social Media means the web-based technologies and sites and includes but is not limited to: blogging, microblogging (Twitter), photo-sharing (Flickr, Instagram, Snapchat), video sharing or webcasting (YouTube, Facebook Live), and social networking (Linkedin, Facebook, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.
Social Media Moderator means North Shore staff tasked with posting and reviewing content on The North Shore Social Media sites.

North Shore Social Media Sites means social media sites created and managed by North Shore staff.

Scope

This Policy applies to all North Shore employees, and Councillors participating on all North Shore Social Media Sites. Participating in social media (employees and Councillors) is considered an official corporate act, and therefore must be viewed in the same way as participating in other media, meetings or public forums.

By-Law 21-57
Schedule "A"

Procedures

a) Creating a North Shore Media Site

- Departments wishing to use social media sites should work with the Clerk's office to discuss specific goals and objectives and identify specific sites and platforms.
- Login and password information will be provided to the Clerk and the applicable Department Head.

b) Administering North Shore Media Sites

- All North Shore Media Sites are administered by North Shore employees named as Social Media Moderator(s) by the department head or the Clerk.
- The Clerk's office requires notification when an employee is named as a Moderator.
- When a Social Media Moderator leaves The North Shore employment, all passwords should be changed for those North Shore Social Media Sites to which they had access. This will be the responsibility of the relevant Department to ensure the Clerk's office is notified.
- An appropriate disclaimer or other terms and conditions, as approved by the Clerk, should be accessible from each North Shore Media Site. See item below for disclaimer examples.
- Content of North Shore Media Sites will be monitored by Social Media Moderators who are responsible for:
  - ✓ Correcting misinformation and ensuring content is up-to-date;
  - ✓ Ensuring responses to posts, in-box messages and discussion comments are made in a timely manner;
  - ✓ Removing any post that is considered to be false, defamatory, abusive, hateful, obscene, racist, sexually-oriented, threatening or discriminatory; and
  - ✓ Denying access to, or blocking users, who continue to post inappropriate or offensive comments.

c) Internal/External Content Standards

- Comments, posts and messages are welcome on The North Shore Media Sites provided they do not contain:
  - ✓ Obscene, racist, or otherwise discriminatory content;
  - ✓ Personal attacks, insults, or threatening language;
  - ✓ Plagiarized material or copyrighted material;
  - ✓ Confidential information published without prior consent; and
  - ✓ Promotion of political candidates or other political material.

- All The North Shore Media Sites or pages within existing social media services will be required to contain the following terms and conditions/disclaimer:
  - ✓ All posts are monitored by municipal staff who may delete any message. If a submission violates guidelines, or is in any other way inappropriate, the submission will be removed in its entirety from the site.
  - ✓ If a user continues to post messages that violate the guidelines, the user may be blocked from using the site. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the municipality.

d) Employee Personal Use of Social Media

North Shore employees, including part-time, contract and volunteer firefighters, in their private capacity as citizens, may want to use social media to share information and communicate with friends, family and co-workers. Even though they are using social media for personal purposes, some North Shore policies apply to the use of social media by employees when they are off-duty including but not limited to The North Shore's Workplace Anti-Violence, Harassment, and Sexual Harassment Policy.

Employees who identify themselves as North Shore employees or who are identifiable as North Shore employees in their personal social media use should adhere to the following guidelines:

- Always conduct themselves in a manner that conforms to The North Shore's code of conduct, Occupational Health and Safety Act and the Ontario Human Rights Code;
- North Shore employees are discouraged from discussing Township business through personal social media accounts, websites, or networks;
- North Shore employees should make it clear that their position does not officially represent the North Shore's position. Use phrases such as "in my personal opinion" or "Personally…" to communicate that you are expressing your personal views;
- North Shore employees must ensure that they do not reveal anyone's personal information gained through their knowledge or work performance;

- Never identify or comment about other North Shore employees without their express consent. Even positive comments may be inappropriate or unwanted;
- North Shore employees must not use social media in a manner that would harm The North Shore's reputation. Such conduct includes slurs, derogatory comments, or insults; and
- North Shore employees are responsible not only for their own social media posts but also any comments made to their social media posts that were reasonably encouraged or welcomed by the employee's post.

Employees are reminded that despite efforts they may take to keep social media posts private, there is a public nature to all social media posts. Furthermore, social media users may be denied an opportunity to delete an ill-advised post completely. Screen shots and cached data can maintain a social media post even after the original post is deleted.
North Shore employees are encouraged to use caution in their personal social media use. North Shore employees who violate the terms of this policy with social media use, including personal social media use may be subject to discipline up to and including dismissal for cause.