
SECTION: Corporate Services

TITLE: Social Media Policy

1.0 POLICY STATEMENT

This policy is to establish a framework for ensuring the Town of Oliver's presence on existing mainstream social media channels such as Facebook, X (formerly Twitter), YouTube and Instagram is accurate, timely and intended to promote the goals of the municipality.

2.0 GENERAL

This policy applies to Town of Oliver staff assigned to administrate the social media presence of the municipality.

The Town will use Facebook, X, YouTube and Instagram as social media tools to provide additional avenues for the public to receive information. Additionally as a tool to encourage information sharing and dialogue with a variety of audiences.

Exemption:

The Oliver Fire Department is responsible for ensuring that their policies address the risks associated with the use of social media (Facebook) noted in this policy.

3.0 PARTICIPATION

Social media channels are an official venue for interacting with the public. All social media management, posting, and interactions must reflect the policies and strategic goals of the Town of Oliver, and Oliver and District Recreation.

- a) The Town's presence on Facebook, Instagram and X is managed and administered solely by Corporate Services, with the exception of Oliver and District Recreation which is managed and administered by the Director of Recreation.
- b) Employees assigned to represent the Town on social media are expected to conduct themselves at all times as a representative of the Town and in

- accordance with the Town's Code of Ethics Policy.
- c) Employees must not divulge confidential information on social media sites, including but not limited to, in camera items, personnel matters or Emergency Operation Centre internal information.
- d) Town staff not assigned as administrators are discouraged from providing comments on the Town's social media sites, including the Oliver and District Recreation social media sites. Staff may make suggestions to the Corporate Services Department for content on social media sites.
- e) The ability to add posts, general requests or comments to Town of Oliver social media sites may be disabled if and when resources are not available for monitoring.

4.0 INFORMATION

The following information will be provided via Facebook Instagram and/or X:

- a) News Releases and Public Service Announcements – provided as a brief summary with a link to the Town's website (www.oliver.ca) for further information.
- b) Upcoming events including Council meetings, Public Hearings, Oliver and District Recreation events and programs, departmental public events, municipal social events, and relevant regional events.
- c) Ongoing public consultation events.
- d) Emergency Operations information as determined by EOC Communications.
- e) News Releases, upcoming events or ongoing public consultation initiatives from other levels of government as deemed appropriate by Corporate Services.
- f) Additional information may be provided at the discretion of the Corporate Officer.
- g) Short of full-length instructional or promotional videos will be hosted on the Town's YouTube page.
- h) Photographs and short videos will be hosted on the Facebook, Instagram, and X pages.

5.0 TIMELINES

Information posting and maintenance will occur during office hours Monday to Friday, 8:30 a.m. to 4:30 p.m. (excluding statutory holidays), content will be scheduled for non-business hours. Social media sites will be monitored and updated each business day during normal office hours.

Inquiries or requests for action stemming from the Town and Oliver and District Recreation social media sites will be forwarded by the next business day by direct email to the appropriate department for follow up.

6.0 INFORMATION GUIDELINES

The Corporate Services Department reserves the right to remove or restrict any content that is deemed in violation of this policy or applicable law. A record of the removed material will be maintained.

The following information will not be included on the Town's Facebook, Instagram or X sites, or the Oliver and District Recreation Facebook and Instagram sites:

- a) libellous or defamatory statements
- b) obscene language or sexual content
- c) discriminatory content
- d) illegal activity promotion
- e) commercial promotion unless approved through Corporate Services
- f) political candidate information

7.0 DISCLAIMER

The following disclaimer will be posted on Facebook, Instagram, and X:

The Town of Oliver reserves the right to remove or restrict any content that is deemed in violation of its Social Media Policy or any applicable law.

8.0 RECORD

Information provided on social media will link to existing Oliver records via the website where possible. If information does not link to an existing record, the Administrator is required to create a digital record of the content with a clear indication of the publish date. Information will be made accessible to Corporate Services.

9.0 PERSONAL USE

The Town of Oliver recognizes that employees may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities. However, employees should recognize the potential for damage to be caused (either directly or indirectly) to the Town in some circumstances through personal use of social media when an individual can be identified as a Town of Oliver employee. Accordingly, accounts where this might be a concern should clearly identify that the owner's views are his or hers alone, and do not reflect the views of the Town of Oliver. All employees are expected to use sound judgement to ensure that their personal social media postings are consistent with their obligations under the Code of Conduct and do not compromise the professional, respectful and non-partisan performance of their official duties.

10.0 RECORDS

All Town of Oliver and Oliver and District Recreation social media activities will adhere to applicable provincial, federal, local law, and other public regulations. The activities will also adhere to the Town's *Records Management Policy*.

The *Freedom of Information and Privacy Act* applies to social media content. Content on Town of Oliver and Oliver and District Recreation social media accounts must be able to be managed, stored, and retrieved in compliance with the Act.