



County of Wellington Social Media Policy

The County of Wellington is committed to open and transparent communication. The County will communicate to its residents using a variety of accepted tools, including social media. The County will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media are accurate, consistent and professional.

Policy Purpose:

The Social Media Policy outlines the standards and principles of communicating in the online world when it relates to discussing, sharing or commenting on County business. This policy governs the use of corporate social media sites to further the business purposes of the County of Wellington, while protecting and promoting the image of the County. Additionally, it serves to:

- Protect the County of Wellington's reputation and ensure consistency and professionalism with how the County and its employees communicate with public stakeholders via social media/networking sites
- To establish protocols, criteria and courses of action for:
 - Establishing and monitoring of acceptable social media tools for use by County employees
 - Determining/adopting new social media tools/accounts for the County
 - Appropriate monitoring and administration of County social media tools
 - Providing timely, effective and accurate information and responses
 - Ensuring a mechanism to address controversial or sensitive matters relating to online content about the County
 - Ensuring appropriate records classification and retention efforts as it relates to online forums and tools
 - Ensuring appropriate protection of privacy of the public who engage or interact with the County via social media/networking tools

Policy Scope:

This policy applies to all County of Wellington employees who make public statements on County social media sites and social networks that discuss, share or comment on the County of Wellington.



Definitions:

Pre-approved content is content that is planned and developed by various County of Wellington departments and is intended to be posted on County social networking sites.

Public statements are declarations made by County of Wellington Communications Division employees on County social networking sites.

Social Networking Sites and Social Media Sites are online communities focused on bringing people who share common interests and/or activities or who are interested in exploring the interests and activities of others through two-way communication, together. For the purposes of the County of Wellington, Facebook, Twitter, LinkedIn and YouTube will be the social networking sites that will be used, with support from all other County promotional items and the County of Wellington website.

General Policy Statement:

The County of Wellington is responsible for fostering and supporting a coordinated approach to communicating all County business with its residents. The purpose of the County of Wellington Communications Division is to assist with increasing the County's profile, brand and reputation by focusing on broadcasting, promoting and distributing County objectives, initiatives, programmes and news through professional, creative and strategic communications. This includes the use of online and social media sites and/or networks.

While the use of online and social media sites and/or networks creates new opportunities for enhanced communication and collaboration with partners and residents, it also creates new responsibilities for County of Wellington employees. The Communications Division recognizes that social media networks are powerful communication tools that can have a significant impact on organizational, personal and professional reputations.

POLICY STATEMENT:

Site Selection and Establishing New Accounts:

The Communications Division will serve as a centralized resource for the oversight and use of social media tools and sites by the County.

Site Administration:

The use of all social networking sites by the County of Wellington will adhere to:

- Applicable provincial and federal laws, regulations and policies;
- The Terms of Service of each social networking site



All new and existing social media tools being used by the County will be established and administered by the Communications Division.

All County social networking moderators will be trained regarding the terms of the County of Wellington Social Media Policy, including their responsibilities in regards to records classification and retention and privacy.

Site Goals:

The primary goals for the County of Wellington's use of social media are as follows:

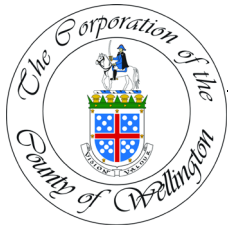
- Increase awareness of municipal services
- Enhance existing corporate communication methods
- Offer an additional tool through which the County can gather information about its residents' perceptions regarding the municipality
- Distribute time-sensitive information quickly
- Deliver communication through the use of social media's cost-effective tools
- Correct misinformation, remedy mistakes or alter services to build stronger relationships
- Develop trust and humanize the County
- Utilize social media tracking/analytical tools to better evaluate the County's communications and marketing efforts
- Provide another vehicle for stakeholder engagement
- Introduce an additional way to collaborate with the public and other municipalities on mutually beneficial programmes and initiatives

Site Content:

Pre-approved content for consideration and potential inclusion on County of Wellington social media sites will be provided to the Communications Division via email to: kaylaw@wellington.ca.

Updates to social media sites, pages, accounts and channels being used for the County will be created and posted by the Communications Officer or a member of the Communications Division. A content calendar will be developed to outline planned updates to be posted by a member of the Communications Division. At the discretion of members of the Communications Division, ongoing communication and posts will be made on County social media sites, pages, accounts and channels in addition to content included in the content calendar.

Where possible, all social networking sites will clearly indicate that they are maintained by County of Wellington Communications Division staff and will have the official County logo and contact information displayed.



Where possible, social networking sites will link back to the official County of Wellington Internet site for forms, documents and other information.

County of Wellington social networking sites will include an introductory statement that clearly specifies what content is unacceptable and that such content will be subject to removal without notification.

County of Wellington social networking pages and their content will adhere to the policies and guidelines of each individual social networking site.

The County of Wellington invites community members to post, share, discuss and debate while treating each other with respect. The County will not tolerate posts or comments that include:

- Profane or inappropriate language or content;
- Personal attacks on individuals or specific groups;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Content considered to be defamatory, disrespectful or insulting to County staff or representatives;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Content related to non-County related industries;
- Content for the purposes of promoting or opposing a candidate for municipal, provincial or federal election;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party;
- Content that is believed to be inappropriate in the opinion of the County of Wellington's Communications Manager or Communications Officer;
- Content that discusses politically charged issues and/or statements, County of Wellington attacks or political rants;
- Information that discloses personal information as protected in the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA);
- Information about any identifiable individual (including photographs of , or information about that individual, as well as views or opinions about that individual), unless the identifiable individual provided specific, written consent to the County of Wellington in advance;

The County of Wellington may ask users to refrain from posting inappropriate comments, or mute, block or ban users for violating these social media commenting guidelines.



Posts that include profane and disrespectful language directed at County employees are not appropriate and will not be tolerated and the County will:

- Hide or delete the post if possible;
- If removal is not possible, ask the poster to delete the post and refrain from further disrespectful and inappropriate comments
- If the poster does not comply, ignore, mute or block the user.

The County of Wellington website (<http://www.wellington.ca>) will remain as the County's primary and predominant Internet presence.

Protocols:

The County of Wellington Communications Division staff will review the County's Facebook and Twitter accounts a minimum of once daily between the hours of 8:30 a.m. and 4:30 p.m. Monday to Friday (and between the hours of 8:30 a.m. and 4:00 p.m during summer hours) to ensure that content is in compliance with the policy guidelines; any content that is deemed not in compliance will immediately be brought to the attention of the Communications Manager. The Communications Officer will monitor the County's social networking sites to ensure content is compliant with the policy guidelines.

Content that is flagged by the County of Wellington Communications Division staff for potential removal will be reviewed by the Communications Officer and/or Communications Manager to determine the appropriate course of action.

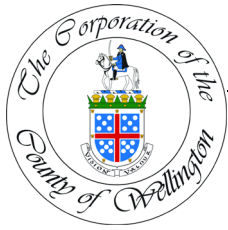
Content or status updates that generate negative feedback from the public or feedback that is sensitive or controversial in nature towards the County of Wellington will be reviewed by the Communications Officer and/or Communications Manager to determine the appropriate course of action.

Employee expectations and personal responsibility:

The County's responses to online postings, blogs and discussion forums about County-related business will be coordinated through the Communications Division. The Communications Officer is responsible for monitoring the policy and accompanying procedure, providing training and ongoing assistance and guidance to County departments as needed and suggesting revisions for Council's consideration.

Additionally, responsibilities include:

- Overseeing social media sites and tools for official corporate use
- Ensuring consistent messaging and imaging for all corporate social media sites
- Responding to requests for additional social media sites and/or administrative changes to existing sites



- Generating, monitoring, updating, editing, responding to and/or removing content within corporate social media sites to ensure accuracy and adherence to this policy
- Providing access to official users
- Overseeing all County social media accounts including their creation and destruction
- Maintaining a list of all site domain names and social media accounts, including login and password information
- Ensuring corporate social media sites comply with applicable policies

Staff will not use County of Wellington logos or any other County images or iconography to promote a product, cause, or political party or candidate.

Retention:

Whenever possible, notification of the following must be visible and precede any data collection fields for personal information:

- The County of Wellington is committed to the protection of privacy and complies with all applicable provisions in the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), and any other applicable legislation.
- Documents and records generated as a result of this policy will be maintained in accordance with the County of Wellington's Records Classification and Retention Schedule By-Law 5481-16.

Photo Release Form:

The County of Wellington photo release form must be obtained and signed for all images containing people that will be posted to County social networking sites.

Copyright, Branding, Logos:

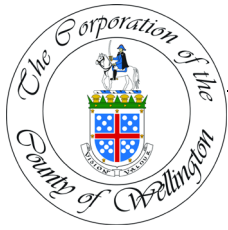
The use of the County of Wellington's name, logo, official marks and other forms of intellectual property owned by the County of Wellington, without permission, is prohibited.

Timing and Comment Policy:

A comment posted by a member of the public on any County social media or networking site is the opinion of the poster only, and publication of a comment does not imply endorsement of, or agreement by, the County of Wellington, nor do such comments necessarily reflect the opinions or policies of the County of Wellington.

Social Media Terms and Conditions of Use

The following Terms and Conditions will be present on each County of Wellington social media or networking site.



Social Media Terms and Conditions of Use

The following terms and conditions govern the use of social networking sites managed by County of Wellington. By using and/or visiting these sites, users agree to abide by the following terms and conditions, and the County advises that all users read them carefully.

1. Social Media Disclaimer

A comment posted by a member of the public on any County social media or networking site is the opinion of the poster only, and publication of a comment does not imply endorsement of, or agreement by, the County of Wellington, nor do such comments necessarily reflect the opinions or policies of the County of Wellington.

For the most part, user comments and messages posted to the County of Wellington's official social networking sites are considered transitory records and will not be kept as a permanent record by the County. By using County of Wellington's social networking sites, users acknowledge and consent that their comments or messages may become part of the public record and used in official County of Wellington documentation. It is at County of Wellington's sole discretion which comments will be archived or used.

Images and comments posted by third parties do not necessarily represent the views of the County. The County cannot and does not guarantee users privacy on third party social networking websites, as users are subject to the terms and conditions of the specific application on that website. Users should review and agree to the third party terms and conditions prior to participating.

The County will not be responsible for any losses or damages suffered as a result of using third party social networking websites. Users participate at their own risk and for their own benefit, and in so doing accept that they have no right of action against the County related to such use.

A link between the County's social networking site and any other website does not imply an endorsement or sponsorship by the County of that website, or the creator of that website.

2. Hours of Operation

The County is committed to operating its social networking sites as an effective method of communication with interested users. Sites will be monitored during the County's regular business hours of Monday to Friday, 8:30 a.m. to 4:30 p.m. ET, and from Monday to Friday, 8:30 a.m to 4:00 p.m ET during summer hours (May – September).



3. Conduct

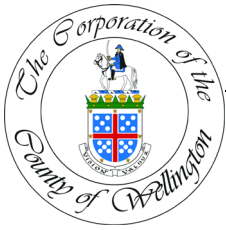
The County reserves the right to edit, modify, and/or remove comments or content containing any of the following:

- Profane or inappropriate language or content;
- Personal attacks on individuals or specific groups;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Content considered to be defamatory, disrespectful or insulting to County staff or representatives;
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity;
- Content related to non-County related industries;
- Content for the purposes of promoting or opposing a candidate for municipal, provincial or federal election;
- Information that may tend to compromise the safety or security of the public or public systems;
- Content that violates a legal ownership interest of any other party;
- Content that is believed to be inappropriate in the opinion of the County of Wellington's Communications Manager;
- Content that discusses politically charged issues and/or statements, County of Wellington attacks or political rants;
- Information that discloses personal information as protected in the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA);
- Information about any identifiable individual (including photographs of , or information about that individual, as well as views or opinions about that individual), unless the identifiable individual provided specific, written consent to the County of Wellington in advance;

The County of Wellington may ask users to refrain from posting inappropriate comments, or mute, block or ban users for violating these social media commenting guidelines.

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- Hide or delete the post if possible;
- If removal is not possible, ask the poster to delete the post and refrain from further disrespectful and inappropriate comments
- If the poster does not comply, ignore, mute or block the user.



Users may not use the County of Wellington name to endorse or promote any product, opinion, cause or political candidate. Representation of users' personal opinions as institutionally endorsed by the County is strictly prohibited.

The County may monitor social networking content for factuality and appropriateness and will make all reasonable efforts to ensure that the content it posts is accurate at the time of posting. However, it is in the nature of social networking communications that accuracy and timeliness are not guaranteed and may not be reliable; as such, users acknowledge that the County makes no such guarantees. Further, the County is not responsible for the authenticity or suitability of content posted to its social networking sites by others.

In the event of a discrepancy between the information contained on this website and the information contained in the records of the County, the information contained in the records of the County shall be deemed accurate.

4. Privacy

The County will adhere to all applicable legislation regarding privacy and freedom of information. The County is subject to Ontario's Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56 ("MFIPPA"), as amended and other privacy legislation.

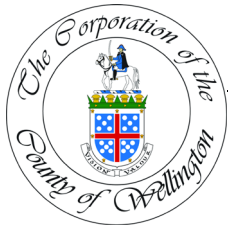
Users should be aware that personal and other information contained in electronic correspondence (or printed versions thereof) which are directed to the County are subject to MFIPPA and may be deemed releasable under this legislation, and that the anonymity or confidentiality of the sender and any information contained within the correspondence cannot be guaranteed.

Please also be advised that when you use the County's social media sites, you may be taken to other sites that may collect personally identifiable information about you. The County is not responsible in any way for the content found on any third party website and the County's privacy policy herein does not cover third party data collection practices and we do not assume any responsibility for the actions of third parties.

5. Use of Collected Information

The County does not collect information for commercial purposes, nor does it sell, exchange, or otherwise distribute information collected through its use of social networking sites for commercial or marketing purposes.

The County will not, under any circumstances, use any information provided by users for any purpose that is inconsistent with the purpose for which the information was provided, as stated on the social networking site.



COUNTY OF WELLINGTON

74 WOOLWICH STREET
GUELPH, ONTARIO
N1H 3T9

6. Disclaimer of Warranties and Limitation of Liability

The County's social networking sites are provided on an "as is" and "as available" basis. The County makes no representations or warranties of any kind, express or implied, as to the sites' operation or the information, content or materials included on these sites. The County will not be liable for any damages of any kind arising from the use of or inability to use these sites. Users expressly agree to use these sites solely at their own risk.

7. Modification of Terms and Conditions of Use

The County reserves the right to change, at any time, and at the County's sole discretion, the terms and conditions of use. Please refer back to this page often to review these terms and conditions. Continued use of the social networking sites constitutes a user's agreement to all such terms and conditions.

8. Contact Details

If you have any questions or concerns, please contact:

County of Wellington
74 Woolwich Street
Guelph, Ontario
N1H 3T9

519.837.2600