



City of
Peterborough

Social Media Policy

Department:	Corporate Services
Division:	N/A
Section/Function:	Customer Service
Approval Level:	Council
Effective Date:	2013-04-29
Revision #:	1

1.0 Purpose

- 1.1. This Policy sets out the conditions upon which the City will use Social Media to improve information sharing, and engage more residents.

2.0 Application

- 2.1. This Policy and its related procedures apply to all City Representatives who use, or oversee the use of Social Media to conduct business on behalf of the City.
- 2.2. This Policy also applies to Personal Use of Social Media where that use relates to the business or operations of the City.
- 2.3. This Policy applies to City IT Resources, as defined within this Policy, used in the support, development, or use of City Social Media.

3.0 Definitions/Acronyms

City - The Corporation of the City of Peterborough, its agencies, boards, commissions and advisory committees, excluding the Peterborough Lakefield Community Police Services, City of Peterborough Holdings Inc. and Greater Peterborough Economic Development Corporation.

City IT Resource - Any software, hardware, data, software licenses, intellectual property, and any other form of technology, of the City which is used for recording, storing, accessing, displaying, and/or the transmission of information. Examples include: cellular telephones, computers, laptops, e-mails, facsimiles, Internet, personal digital assistants (PDAs), voice mail or websites, etc.

City Representative - An employee, elected official, volunteer, co-op student, committee or board member, contractor or consultant who acts on behalf of the City.

IT - Information Technology.

Personal Use - Any use that is for non-work related purposes regardless of whether that use is:

- within the workplace or outside of the workplace;
- during work or non-work hours;
- accessed through City IT Resources or non City IT Resources.

Social Media (Also referred to as Social Networking) - The various online sites or technologies that enable individuals to join and/or participate in online communities for the purpose of sharing information, ideas, messages, pictures, etc.

Stakeholders - Any individual, group or organization interested in the business affairs of the City. Examples include, but are not limited to: residents; visitors; job seekers; current and prospective local agencies, businesses, and organizations; other municipalities; other levels of government; broader public sector, etc.

4.0 Policy Statement(s)

4.1. The City will leverage selective Social Media to:

- .1 Improve information sharing and broaden opportunities to communicate effectively.
- .2 Enable and facilitate relevant and effective Stakeholder communications.
- .3 Engage Stakeholders that traditionally have been difficult to reach.
- .4 Enhance the City's customer service efforts by increasing online opportunities for inquiries, requests, and feedback.

4.2. To ensure the appropriate, effective, and secure use of Social Media the City will:

- .1 Administer this Policy and its related Procedure in accordance with the Municipal Act, 2001, the Municipal Freedom of Information and Protection of Privacy Act, and any other relevant legislation.
- .2 Establish necessary controls and procedures related to the use and monitoring of Social Media.
- .3 Require that all Social Media activity be conducted in accordance with all related City Policies and Procedures.
- .4 Ensure regular content monitoring and prompt and proactive communications management.
- .5 Require that City Representatives promote the goals, objectives and policies of the City through Social Media in a professional manner in accordance with the applicable Code of Conduct.

- .6 Provide ongoing training for employees with respect to appropriate interactions and best practices on Social Media.

4.3. City Representatives engaging in Social Media on behalf of the City may not:

- .1 Disclose confidential information pertaining to the business or operations of the City, including items discussed in closed session meetings.
- .2 Disclose personal information about any individual, City employee, elected or appointed official, client, customer, vendor, supplier etc. without their written consent.
- .3 Post material that is discriminatory, harassing, abusive, offensive, or otherwise inappropriate in accordance with the Ontario Human Rights Code, applicable Code of Conduct and Workplace Harassment and Discrimination Policy.
- .4 Promote, endorse, or allow the marketing of non-City businesses, products, or any other non-City related opportunities, with the exception of economic development/retention activities and the official role of Elected Officials as per the Municipal Act.
- .5 Communicate or engage in any conversations about the City in a destructive manner.
- .6 Represent personal opinions as those of the City.

4.4. Notwithstanding the Canadian Charter of Rights and Freedoms, those who identify themselves as a City Representative during their Personal Use of Social Media must hold themselves to the same level of professional conduct as required by relevant City Policies and Procedures and their applicable Code of Conduct.

4.5. The City reserves the right to:

- .1 Remove any content from the City's Social Media without notice.
- .2 Monitor information posted on any Social Media by any individuals or groups listed in Section 3.1 of this Policy.
- .3 Withdraw access to Social Media by Departments, Divisions, or individuals at anytime for failure to comply with the requirements of this Policy or its related Procedure.

4.6. Failure to comply with this Policy or its related Procedure may result in discipline up to and including dismissal.

5.0 Appendix, Related Documents & Links

Note: All references refer to the current version, as may be amended from time to time.

5.1. Pertinent Resources:

- Canadian Charter of Rights and Freedoms
<http://laws-lois.justice.gc.ca/eng/const/page-15.html>
- City of Peterborough Code of Conduct
- City of Peterborough - Procedural By-Law as amended
- THE CORPORATION OF THE CITY OF PETERBOROUGH
http://www.peterborough.ca/City_Hall/City_Council_2833/By-Laws.htm
- City of Peterborough Records Retention By-Law 12-156
http://www.peterborough.ca/City_Hall/City_Council_2833/By-Laws.htm
- Criminal Code of Canada
<http://laws-lois.justice.gc.ca/eng/acts/c-46/>
- Human Rights Code
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90h19_e.htm
- Libel and Lander Act
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90i12_e.htm
- Municipal Act, 2001
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_01m25_e.htm
- Municipal Conflict of Interest Act
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90m50_e.htm
- Municipal Elections Act, 1996
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_96m32_e.htm
- Municipal Freedom of Information and Protection of Privacy Act
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90m56_e.htm
- Occupational Health and Safety Act
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_90o01_e.htm

5.2. Related Policies:

- Information Technology Policy
- Workplace Harassment and Discrimination Policy
- Workplace Violence Prevention Policy

5.3. Related Procedures:

- Social Media Procedure
- Internet Use Procedure

5.4. Related Forms:

- N/A

5.5. Miscellaneous:

- Committee of the Whole Report No. 6 of a meeting of April 22, 2013
<http://eagenda.city.peterborough.on.ca/sirepub/pubmtgframe.aspx?meetid=677&doctype=AGENDA>
- Minutes of a City Council Meeting of April 29, 2013
<http://eagenda.city.peterborough.on.ca/sirepub/pubmtgframe.aspx?meetid=677&doctype=MINUTES>
- Report CP13-002 – Social Media Policy
<http://eagenda.city.peterborough.on.ca/sirepub/pubmtgframe.aspx?meetid=675&doctype=AGENDA>

6.0 Amendments/Reviews

Date (yyyy-mm-dd)	Section # Amended	Comments
2013-04-29	N/A	City Council approved the Social Media Policy in Report CP13-002 – Social Media Policy
2021-12-01		Revision #1– No changes were made to the content of the Policy. Policy moved to updated Policy Template; (Section 2.0 moved to Section 4.0, Section 3.0 moved to Section 2.0, Section 4.0 moved to Section 3.0). Links in Section 5.1 - Pertinent Resources have been updated. Policy document format has been updated to become compliant with the Accessibility for Ontarians with Disabilities Act (AODA) Regulation 191/11 Integrated Accessibility Standards.

Next Review Date:	2015-01-01
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