

Corporate Social Media Policy

1.0 Policy Statement

The City of Mount Pearl uses social media to communicate, share information and facilitate discussion with residents specifically relating to City business.

2.0 Background

Social media is an effective, engaging tool to distribute information with the public, and it can enhance marketing and communication strategies.

Social media must comply with the legislative requirements of the *Access to Information and Protection of Privacy Act, 2015*, and with the *Collection, Use and Disclosure of Photo and Video Policy* applicable to personal information (including photo, video, opinion, etc.) collected and used on social media.

3.0 Definitions

Social Media - Refers to any facility for online publication and commentary, including but not limited to blogs, social networking sites such as Facebook, LinkedIn, Twitter, YouTube, etc.

4.0 Purpose

The purpose of this policy is to establish guidelines for the use of social media networking and social media sites by designated City staff on behalf of the City.

5.0 Related Documents

Refer to the City's companion document *Corporate Social Media Procedure*.

6.0 Approvals



Steve Kent, Chief Administrative Officer

July 24, 2018

Date