

Corporate Social Media Procedure

The City of Mount Pearl uses social media as a means to engage with the public and to make information on City matters accessible to residents. This *Corporate Social Media Procedure* is the companion document of the *Corporate Social Media Policy*. The City of Mount Pearl will follow the prescribed process for using corporate social media as outlined in this procedure.

The City of Mount Pearl supports the use of social media to:

- Be proactive in managing relationships with the public and stakeholders
- Promote municipal programs and services
- Increase government transparency and openness
- Help increase public trust in local government
- Adjust communication strategies and tactics, as necessary
- Provide additional communication channels during emergencies
- Consult and engage online audiences on specific issues

The *Corporate Social Media Policy* and *Procedure* complement any existing or future policies regarding the use of information technology resources, and the internet.

1. Definitions

- **Social Media** - For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, and YouTube. This policy excludes the City's website.

- **Personal Information** – Under the *ATIPP Act 2015*, personal information refers to the recorded information about an identifiable individual, including but not limited to the person's name, address, age, race, ethnicity, health information, etc. It also includes the person's opinion and photographic image. Subject to a few exceptions, the individual's personal information cannot be disclosed by the City, including through social media, without the individual's written consent.

2. Guidelines

a) All usage of social media sites by City departments will be subject to the approval of the Manager of Marketing, Communications and Economic Development.

b) The City's official website will be the City's primary internet presence. Social media sites will be considered as secondary and subordinate to the City's web site.

c) Wherever possible and appropriate, content posted to the City's social media sites will also be available on the City's website.

d) Wherever possible and appropriate, content on the social media sites should contain links directing users back to the City's website for in-depth information, forms, documents or online services necessary to conduct business with the City.

e) All City social media sites will conform with the appropriate and applicable City corporate branding standards and policies.

f) All City social media sites will conform with *The Access to Information and Protection of Privacy Act*, and with the City's *Use of Photography and Video Policy*. In this regard, the CAO's office or the Manager of Marketing, Communications and Economic Development will take steps outlined in this procedure to protect private personal information in City's social media.

g) All social media sites will contain a statement that the intended purpose of the site is to serve as a mechanism for communication between the City and members of the public. Any and all site content or comments made by the City or the public containing any of the following will not be permitted:

- I. Comments not related to the particular article/content being commented upon;
- II. Comments in support of or opposition to political campaigns at any level or applicable to any organization;
- III. Profane language or content;
- IV. Comment that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
- V. Sexual content or links to sexual content;
- VI. Solicitations of commerce;
- VII. Conduct or encouragement of illegal activities;
- VIII. Information that may tend to compromise the safety or security of the public or public systems;
- IX. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed, as a result of the application of these guidelines, must be retained, including the time, date and identity of the poster where available.

h) The City reserves the right to restrict or remove any content that is deemed in violation of this policy or other applicable legislation. The sites must be developed in such a manner as to

ensure that the City can immediately edit or remove content or comments that are deemed to be in violation of this policy.

i) Links to City of Mount Pearl social media sites will be available from the City of Mount Pearl website. Additionally, all City of Mount Pearl social media sites will be linked together where possible.

3. Facebook

a) Primarily, the City will create pages in Facebook, not groups or profiles, to take advantage of the Pages application's distinct advantages including visibility, searchability, customization and measurability.

b) Whenever possible, there will be one City of Mount Pearl page versus separate pages for each department and the template will be developed by the Manager of Marketing, Communications and Economic Development. The type description will be "government."

c) Tab structure and content will be set by the Manager of Marketing, Communications and Economic Development in consultation with user departments, keeping in mind sections 2(e) and 2(g) of this procedure.

e) Comments to the Wall will generally be turned off but may be allowed on a case-by-case basis with the approval of the Manager of Marketing Communications and Economic Development. Discussion boards will be turned off.

f) General content may include public service announcements, job opportunities, events calendar, photos, etc. In posting content, attention must be paid to using proper grammar in a standard style. Jargon, slang and abbreviations should be avoided except in accordance with the approved social media brand and tone. Social media administrators must remember at all times that the posted content is a representation of the City of Mount Pearl.

g) Photos and videos may only be posted where it is clearly indicated that the City has a copyright on the photo or the owner of the photo has signed a release.

Social media use must comply with City's *Use of Photography and Video Policy* and *ATIPP Act 2015* to protect the privacy, personal information of individuals. Photography and videos of individual(s) must have a signed personal release, except in cases like group shots or if the image simply indicates attendance/ participation in a public event related to the City. In case of children and underage youth, parental authorization will be needed in the form of a signed release form.

h) The use of applications on the Facebook page is restricted unless it can be clearly indicated that the application will serve a specific purpose useful to the City's business, adds to the user's experience and comes from a trusted source. Applications may only be added if they meet the above criteria and have the approval of the Manager of Marketing, Communications and

Economic Development.

i) An application may be removed, without notice, if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.

j) The Facebook page will be set up with a City e-mail account that will be set to receive and archive all user comments and fans joining the page for the purpose of records retention. Any posting removed from the site will be retained in the same format.

k) Whenever possible, content posted on the City of Mount Pearl Facebook page will link back to the City of Mount Pearl's main Internet communication vehicle – <http://www.mountpearl.ca>.

4. Twitter

a) There will be one official City of Mount Pearl Twitter account versus separate accounts for each department or activity. The template will be developed by the Manager of Marketing, Communications and Economic Development. Secondary accounts will only be used at the discretion of the Manager of Marketing, Communications and Economic Development and monitored for conformity with the City of Mount Pearl graphic standards and social media policy.

b) The content and profile structure will be set by the Manager of Marketing, Communications and Economic Development and CAO's Office in consultation with user departments keeping in mind Sections 2(e), 2(g) and (j) of this procedure.

c) General content may include, but is not limited to, public service announcements, job opportunities, events calendar, media releases, service interruptions and pre-approved standardized departmental content. Twitter allows users to send 280-character messages, but every effort must be made to ensure proper grammar and professionalism in each message. Jargon, slang and abbreviations should be avoided. Administrators must remember at all times that the posted content is a representation of the City of Mount Pearl. As content cannot be edited once posted, every effort must be made to ensure its accuracy prior to posting.

d) The use of third-party applications through the "Connection" feature of the Twitter profile is not recommended at this time as it gives third-party applications the ability to make changes to our Twitter account(s).

e) The City of Mount Pearl Twitter account will be set up with a City e-mail account, which will receive and archive all direct messages and followers of the account for records retention.

f) The City of Mount Pearl Twitter account will not automatically follow each account which follows the City's Twitter feed. Accounts followed by the official City of Mount Pearl Twitter account are for the purpose of media monitoring.

g) Accounts followed by the City of Mount Pearl Twitter account deemed to have inappropriate content will be removed from the City of Mount Pearl's following list.

h) Whenever possible content posted on the Mount Pearl Twitter feed will link back to the City of Mount Pearl main Internet communication vehicle – <http://www.mountpearl.ca>. Shortening sites can be used in order to save characters for posting on Twitter.

5. YouTube

a) There will be one official City of Mount Pearl YouTube channel versus separate accounts for each department or activity. The template will be developed by the Manager of Marketing, Communications and Economic Development.

Secondary accounts will only be used at the discretion of the Manager of Marketing, Communications and Economic Development and monitored for conformity with the City of Mount Pearl's graphic standards and social media.

b) The content and profile structure will be set by the Manager of Marketing, Communications and Economic Development and CAO's Office in consultation with user departments keeping in mind section 2(e) and 2(g) of this procedure. Content must comply with the *ATIPP Act 2015* and the City's *Use of Photography and Video Policy*.

c) Videos will be uploaded to the site in high definition where possible and follow these protocols. All titles will include "Mount Pearl, Newfoundland and Labrador, Canada." All descriptions will include the appropriate link back to the City of Mount Pearl's website. All tags will include the following: Mount Pearl and Newfoundland. Comments will be set to "Allow all comments with approval" so they can be monitored to ensure they meet the City's social media policy guidelines. Video responses will be allowed with approval. Ratings will be allowed. All videos will be posted as "public". Embedding and syndication will be allowed so that videos on the City of Mount Pearl's website can use the YouTube URL. The date will be the date posted and the Map will indicate Mount Pearl, Newfoundland and Labrador, Canada.

d) General content may include public service announcements, events, advertisements, instructional videos and educational videos. In posting content, please ensure proper grammar is used when posting descriptions. Videos will only be posted where it is clearly indicated that the City has a copyright on the content or the video owner has signed a release. In addition, footage of individual(s) cannot be posted without the signed personal release of the individual(s), except in case of group events whereby the individual is in a group shot and not the focus of the picture and where the individual identity and opinion cannot be identified. Administrators must remember at all times that the posted content is a representation of the City of Mount Pearl.

e) The use of third-party applications is not recommended and is not allowed without the consent of the City's Chief Administrative Officer.

f) An application may be removed, without notice, if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.

- g) The City of Mount Pearl's YouTube account will be set up with a City e-mail account, which will be able to receive and archive all subscribers and friend requests of the account for the purpose of records retention.
- h) Subscribers deemed to have inappropriate content will be removed from the City of Mount Pearl's subscriber list.
- i) Whenever possible content posted on the City of Mount Pearl's YouTube account will link back to the City of Mount Pearl's main Internet communication vehicle – <http://www.mountpearl.ca>. In cases where the length of the link makes it prohibitive to use on a YouTube video, a link shortening site may be used.

6. LinkedIn

- a) There will be one official City of Mount Pearl LinkedIn company page versus separate company pages for each department. The template will be developed by the Manager of Marketing, Communications and Economic Development.
- b) The content and profile structure will be set by the Manager of Marketing, Communications and Economic Development in consultation with user departments keeping in mind section 2(e) and 2(g) of this procedure.
- c) General content may include, but is not limited to, job opportunities, events calendar, media releases, and pre-approved standardized departmental content. In posting content, please ensure proper grammar is used. Content will only be posted where it is clearly indicated that the City has a copyright on the content or the content owner has signed a release. In addition, videos/photos of an individual(s) cannot be posted without the signed personal release of the individual(s), except in case of group events whereby the individual is in a group shot and not the focus of the picture and where the individual identity and opinion cannot be identified.
- d) Job advertisements posted to LinkedIn will contain the same content as available on the City of Mount Pearl's website and direct candidates back to the City of Mount Pearl's Internet site for more information and details on how to apply.
- e) The use of third-party applications is not recommended and is not allowed without the consent of the Chief Administrative Officer.
- f) An application may be removed, without notice, if at any time there is a significant reason to think it is causing a security breach or may spread viruses, spyware or malware.
- g) An electronic copy of page contents will be periodically stored to a City server.
- h) The City of Mount Pearl's LinkedIn company page will be set up to recognize City of Mount Pearl's e-mail accounts.
- i) Products and services listed on the City of Mount Pearl's LinkedIn company page will link back to and be consistent with information provided to residents on the City of Mount Pearl Internet site.

j) Whenever possible content posted on the City of Mount Pearl's LinkedIn company page will link back to the City of Mount Pearl's main Internet communication vehicle – <http://www.mountpearl.ca>. In cases where the length of the link makes it prohibitive to use on a LinkedIn page, a link shortening site can be used.

7. Mobile Applications

a) As stated in the general policy section, all potential mobile applications created within the City of Mount Pearl must get approval from the CAO's Office. All mobile application templates will be developed in consultation with the Manager of Marketing, Communications and Economic Development and the Manager of Information Technology.

b) The Content and profile structure will be determined by the Marketing, Communications and Economic Development Division of the CAO's Office in consultation with user departments keeping in mind section 2(e) and 2(g) of this procedure.

c) The designated departmental administrator from the Marketing, Communications and Economic Development is responsible for monitoring mobile applications.

d) General content may include, but is not limited to, public service announcements, job opportunities, events calendar, media releases, service interruptions and pre-approved standardized departmental content. In posting content please ensure proper grammar is used. Content will only be posted where it is clearly indicated that the City has a copyright on the content or the content owner has signed a release. Administrators must remember at all times that the posted content is a representation of the City of Mount Pearl.

7.0 APPROVALS



Steve Kent, Chief Administrative Officer

July 24, 2018

Date