

THE CORPORATION OF THE CITY OF WINDSOR

POLICY

Service Area:	Communications & Customer Service	Policy No.:	
Department:	Corporate Communications	Approval Date:	June 17, 2013
Division:	Office of the City Clerk	Approved By:	M 247/2013
		Effective Date:	June 17, 2013
Subject:	Social Media Policy	Procedure Ref.:	
		<i>Pages:</i>	Replaces: CR 10/2012
Prepared By:	Mary Rodgers		Date: January 23, 2012

1. POLICY

1.1 The City of Windsor is committed to open and transparent communication. The City will communicate to its constituents using a variety of accepted tools, including social media.

1.2 The City will authorize specific individuals to utilize social media in an official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent and professional.

2. PURPOSE

2.1 This policy governs the use of corporate social media sites to further the business purposes of the City of Windsor, while protecting and promoting the image of the City.

2.2 The primary goals of the City's use of social media are as follows:

- 2.2.1** Increase awareness of municipal services
- 2.2.2** Augment existing corporate communication methods and processes
- 2.2.3** Provide an additional mechanism through which the City keeps abreast of customer comments and perceptions regarding the municipality
- 2.2.4** Disseminate time-sensitive information quickly
- 2.2.5** Provide communication through the use of social media's cost-effective tools.
- 2.2.6** Correct misinformation, remedy mistakes, or alter services to build stronger relationships
- 2.2.7** Develop trust and humanize the City
- 2.2.8** Utilize social media analytical tools to help monitor, track and evaluate the City's communications and marketing efforts
- 2.2.9** Provide another method by which stakeholders can engage with the City

2.2.10 Utilize social media as an additional way to collaborate with the public and other municipalities on mutually beneficial programs and initiatives

3. SCOPE

3.1 This policy applies to social media use for official and authorized City purposes.

3.2 This policy shall apply to all City employees and others who are authorized to post information on corporate social media sites in an official capacity on behalf of the City. It does not apply to personal use of social media conducted on personal equipment.

3.3 Social media sites representing the Mayor and City Council are exempt from this policy, as are sites representing Committees of Council, as these bodies are governed by the Code of Conduct for Members of Council. However, employees of the City who are asked to update sites on behalf of Council or their committees must comply with this policy when posting.

3.4 Communication through social media and the use of associated technology must comply with all other relevant corporate policies, procedures and guidelines as well as provincial and federal legislation.

4. RESPONSIBILITY

4.1 Chief Administrative Officer

4.1.1 Directs compliance with the Social Media Policy and directs that a review of the policy and related procedures and guidelines occurs as noted below.

4.1.2 In addition to the Corporate Leadership Team and Executive Directors, designates employees to utilize social media in an official capacity as required upon recommendation from the Senior Manager of Communications and Customer Service.

4.2 Senior Manager of Communications and Customer Service (with support of Marketing and Communications Officers and 311)

4.2.1 Monitors the policy and accompanying procedure, provides training and ongoing guidance to city departments, and suggests revisions for Council's consideration.

4.2.2 Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the Chief Administrative Officer.

- 4.2.3 Approves and oversees social media sites and tools for official corporate use.
- 4.2.4 Ensures consistent messaging and imaging for all corporate social media sites.
- 4.2.5 Responds to requests for new social media sites and/or administrative changes to existing sites.
- 4.2.6 Generates, monitors, updates, edits, responds to and/or removes content within corporate social media sites to ensure accuracy and adherence to this policy, or can assign a designate for any or all of the noted functions as needed.
- 4.2.7 Provides access to official users.
- 4.2.8 Oversees all City social media accounts including their creation and destruction.
- 4.2.9 Maintains a list of site domain names and social media accounts, including login and password information.
- 4.2.10 Ensures corporate social media sites comply with applicable policies.

4.3 Corporate Leadership Team and/or Executive Directors and/or designates

- 4.3.1 May represent their areas of responsibility on social media outlets.
- 4.3.2 Makes recommendations to the Senior Manager of Communications and Customer Service for the addition of official users who will have authority to access or implement social media tools for official corporate use.
- 4.3.3 Ensure employees and others working on behalf of the City are informed of, and abide by, the Social Media Policy and any other applicable policies.
- 4.3.4 Ensure that procedures and guidelines under the Social Media Policy are communicated to employees and are carried out consistently.

4.4 Employees and other authorized users

- 4.4.1 Ensure that their use of social media is in accordance with this policy and other related policies, procedures, guidelines and legislation.

5. GOVERNING RULES AND REGULATIONS

The City's website, www.citywindsor.ca will remain the City's primary online source for information. Social media will be used to complement the website's information and broaden the reach of corporate messages through multiple channels.

- 5.1 Where possible, social networking accounts will clearly indicate they are maintained by the City and will contain appropriate contact information.

- 5.2** The authority to post to official City of Windsor social media sites will only be granted to employees specifically authorized to do so by recommendation of an Executive Director or higher and approval of the Senior Manager of Communications and Customer Service.
- 5.3** Authorized employees will always post to official City of Windsor social media sites as City of Windsor employees and where relevant, disclose their role at the City of Windsor.
- 5.4** Authorized users shall only post within their area of subject matter expertise. Where appropriate, posters may inform readers that another authorized employee with subject matter expertise may respond at a later time.
- 5.5** If residents make references to the Mayor or City Council or ask questions related to these officeholders, authorized users will acknowledge the comment and forward the message to the appropriate contact.
- 5.6** No confidential information will be posted to any social media under any circumstances.
- 5.7** Comments containing any of the following shall not be allowed on City of Windsor social media sites and may be removed by Corporate Communications:
- 5.7.1** Comments not topically related to the particular site or article being commented on.
 - 5.7.2** Profane language or content.
 - 5.7.3** Content 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.
 - 5.7.4** Sexual content or links to sexual content.
 - 5.7.5** Conduct or encouragement of illegal activity.
 - 5.7.6** Content related to non-city related sales, advertising or promotions.
 - 5.7.7** Comments determined by the City to be a specific attack on groups or individuals or to be inherently political in nature or cause.
 - 5.7.8** Information that may tend to compromise the safety or security of the public or public systems.
 - 5.7.9** Content that reveals personal or private information about any particular person or is otherwise protected by the Municipal Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation.
 - 5.7.10** Content that violates a legal ownership interest of any other party.
 - 5.7.11** Content that violates any city policy. Employees are responsible to be aware of all city policies that may impact their posts.
 - 5.7.12** Content that is deemed to be inappropriate by the City's Corporate Communications department.

6. RECORDS, FORMS AND ATTACHMENTS

6.1 All records or other personal information collected through social media are protected under the Municipal Act and the MFIPPA.

6.2 Retention of Records

Documents and records generated as a result of this policy will be maintained in accordance with the City of Windsor Record Retention By-law 21-2013.

6.3 References and Related Documents

- 6.3.1** Social Media Guidelines for City of Windsor Staff
- 6.3.2** Ontario Municipal Act, S.O. 2001, 25
- 6.3.3** Ontario Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, CHAPTER M.56
- 6.3.4** Municipal Elections Act, 1996
- 6.3.5** City of Windsor Acceptable Use Policy
- 6.3.6** City of Windsor Standards of Employee Department Policy
- 6.3.7** City of Windsor Respectful Workplace Policy
- 6.3.8** City of Windsor Code of Ethics and Conflict of Interest Policy
- 6.3.9** Copyright Act of Canada
- 6.3.10** Ontario Human Rights Code