



CORPORATE POLICY

Sub Topic:	Acceptable Use of Social Media	Policy No. COMM.3-01	Employees
Topic:	Social Media	Covered:	All Employees
Section:	Communications	Council Adoption Date:	May 26, 2014
Effective Date:	May 26, 2014	Revision No:	Date:

Policy Statement & Strategic Plan Linkages

The Town of Newmarket (the Town) recognizes the value and public interest in social media, and the need to provide guidance to Town employees on the use of social media.

This policy is consistent with the Town's Strategic Plan and defines conduct that demonstrates the Town's core values: courage & creativity, accountability & accessibility, and integrity & excellence.

Purpose

This policy guides Town employees in the acceptable use of social media and serves to distinguish between corporate use and personal use as it relates to Town business.

Definitions

Corporate Use: refers to management approved activity on any social media platform or account that is operated and maintained by the Town.

Designated Social Media Moderator: a Town employee who is designated by the Director of Corporate Communications, in consultation with their Director, and is responsible for creating and approving content, posting to and monitoring a social media account on behalf of the Town, or one of its departments, programs or services.

Personal Use: refers to an employee's personal use of social media accounts on any social media platform at any time.

Social Media: web-based applications and on-line forums that allow users to interact, share and publish content such as text, links, photos, audio and video.

Social Media Platform: includes social networking (i.e. Facebook and LinkedIn), micro-blogging (i.e. Twitter and Tumblr), video sharing and podcasts (i.e. YouTube), photo sharing (i.e. Flickr), web-hosting (i.e. wikis and blogs).

Social Media/Networking Account: interactions and conversations among people in which they create, share, and exchange information and ideas in virtual communities, networks and internet/on-line forums. The interactions take place online and are two way in nature.

Responsibilities of Employees

- access personal social media accounts using a personal e-mail address
- limit access to personal, social media accounts during working hours to designated breaks
- exclude links or post to Town email addresses to personal social media accounts
- exclude the use of Town corporate logos, crests or images from personal, social media accounts
- use caution, professional discretion and conduct when engaging in social media accounts
- refrain from posting information or engaging in conversations related to the Town that are controversial or contentious - particularly when discussing any product, cause, political party, or political candidate
- be aware that social media posting activities can appear transitory, however they are considered publications, and are subject to laws governing publications
- not generate or respond to content on social media that relates to Town business, programs or services unless identified as a Designated Social Media Moderator
- be aware of the consequences of unacceptable actions, which may result in disciplinary action up to and including termination of employment.
- be aware that they will be personally subject to fines and penalties when in violation of the law with respect to the acceptable use of social media

Responsibilities of Employer

- communicate expectations to all employees
- inform employees on acceptable personal use of social media as it relates to Town business
- apply progressive disciplinary action as outlined in the attached guidelines as appropriate
- designate social media moderators to create and approve content, post to and monitor social media accounts and respond on behalf of the Town

Cross-References

Acceptable Use of Information Technology (under development)

Administration Bylaw

Email Service Standards Policy –CI. 1-02

Employee Code of Conduct Policy –CAO. 3-01

Harassment & Discrimination Free Workplace Policy - HR.13-04

Internet & Email Acceptable Use Policy – IT.1-01

Media Relations Policy – COMM.5-01

Records Retention Policy - CORP.1-06

Use of Corporate Logo Policy – COMM 5

Violence Free Workplace - HR13-03

Appendices (which may be amended from time to time)

Appendix 'A' – Employee Guidelines for Acceptable Social Media Use

Appendix 'B' – Protocols for Corporate Social Media Use by a Designated Social Media Moderator