

Town of Happy Valley-Goose Bay
Policy Statement

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Approved Date: September 30, 2014	Effective Date: September 30, 2014	Revision Date: April 23, 2019	
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Topic: Social Media Policy & Guidelines

Policy Statement

The Town of Happy Valley-Goose Bay supports the use of social media to provide information on, and to promote awareness of, its programs and services. Social media sites may help provide additional public service; enhance the profile of the Town of Happy Valley-Goose Bay and its programs in the public domain; increase traffic to the “Town Website”; invite collaboration; obtain feedback; or, network.

This Social Media Use Policy outlines requirements to be followed by Town of Happy Valley-Goose Bay Council, Management, and Employees that participate in social media not just as Councillors, Management & Employees but as private citizens as well.

Application

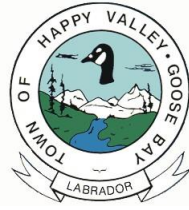
This policy applies to all departments within the Town of Happy Valley-Goose Bay, including all Councillors, Management as well as all Employees and others acting on behalf of the Town of Happy Valley-Goose Bay such as contractors hired for a specific project or timeframe.

Definitions

Social media refers to publicly-accessible Town of Happy Valley-Goose Bay and third-party-hosted social media sites. This includes social networks/platforms including but not limited to;

Facebook
Instagram
Social Bookmarking
Podcasting
Wikis

Twitter
Video & Photo File Sharing
Blogs
Micro-Blogs



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and other similar tools. It refers to freely accessible online social media tools used to produce, post and interact using text, images, video, and audio to communicate, share, collaborate, or network.

Department refers to all core departments (current and future) within the Town of Happy Valley-Goose Bay.

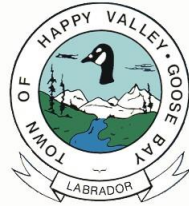
Employee refers to any employees, contractors or others acting on behalf of the Town of Happy Valley-Goose Bay.

Authorized content provider is an employee such as Public Relations Manager designated by Town Manager to contribute to the Town of Happy Valley-Goose Bay presence on social media sites.

Responsibilities

Departments - Responsible Departmental Managers and/or Public Relations Manager are responsible for:

- Ensuring employees are advised of the Policy and Guidelines for Social Media Use;
- Ensuring requirements of the policy have been met;
- Town Manager is responsible for designating authorized content providers;
- Ensuring Information Management (IM), Information Technology (IT), and Access to Information and Protection of Privacy (ATIPP) implications are considered in the development of social media channels; and,
- Consulting with the Public Relations Manager and/or Town Manager in development and implementation of social media channels.



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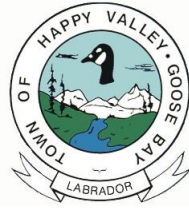
Public Relations Department - The Public Relations Department in conjunction with the Town Manager is responsible for granting approval for all new external Town of Happy Valley-Goose Bay social media initiatives, and for maintaining and updating this policy. Council, Management and All Employees are responsible for following all Town of Happy Valley-Goose Bay policies, including the Guidelines for Social Media Use, human resource policies, and all Town of Happy Valley-Goose Bay policies and procedures affecting conflict of interest, protection of information and privacy, records management and website/Internet use.

Policy Statements

Councillor and Management

Councillors & Management are permitted to have an official presence on social media sites if:

- The use of social media supports the Town of Happy Valley-Goose Bay overall communications activity and has been approved by the Town Manager and Manager of Public Relations.
- Authorized content providers post, monitor, respond, and contribute to social media in a manner that is identifiable as being made by, or on behalf of, the Town of Happy Valley-Goose Bay and by authorized content providers;
- The use of social media complies with all applicable laws, and all Town of Happy Valley-Goose Bay policies and procedures, including those related to protection of privacy, records management, security, respectful workplaces, discipline, political activity, conflict of interest and Internet/e-mail use; and,
- Social media sites are supported with technical and monitoring measures which prevent or ensure the timely removal of abusive, hateful, or defamatory submissions, including information that jeopardizes the privacy of others.



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Employee Use of Social Media as an authorized content provider

- Only official Town of Happy Valley-Goose Bay information, not an individual's personal views, are to be communicated by any employee, contractor or others designated as an authorized content provider.
- An authorized content provider must ensure all content posted on Town of Happy Valley-Goose Bay social media sites is consistent with an overall communications plan/strategy approved by the Town Manager and/or Public Relations Manager.
- Authorized content providers must monitor the Town of Happy Valley-Goose Bay social media sites.

Employee Use of Social Media as a private citizen

- As private citizens, many employees participate in social media; employees must not represent the Town of Happy Valley-Goose Bay on their personal social media sites or on other social media.
- As a private citizen, a Town of Happy Valley-Goose Bay employee must make every reasonable effort to make it clear that they are contributing to social media sites as a private individual, and not as a representative of the Town of Happy Valley-Goose Bay. As a private citizen, employees must not disclose any Town of Happy Valley-Goose Bay information or content that they are not specifically authorized to disclose.
- As a private citizen using social media, employees should be aware of their responsibilities under public service policies and procedures including the Oath/Affirmation of Office, E-mail Policy, Political Activity Policy, Acceptable Use of Town of Happy Valley-Goose Bay Network and Information Technology Assets, Harassment and Discrimination-Free Workplace Policy, and Discipline Policy (off duty conduct).
- As a private citizen, when engaging in social media activities, Town of Happy Valley-Goose Bay employees must use a private e-mail address/cellular device rather than their Town of Happy Valley-Goose Bay e-mail address/cellular device.