

Social Media Public Engagement Terms of Use

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Department: Administrative	Authority: Council
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Supersedes: N/A	
Related Procedure No.: ADM-8	
Related Procedure Name: Social Media Public Engagement Terms of Use	

Purpose

This policy provides guidelines to facilitate public engagement on Town of Taber social media sites to ensure consistency and openness.

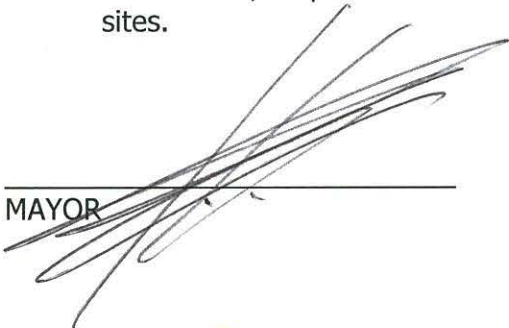
Policy Statement

- 1) Social Media means any facility for online publication and commentary, including without limitation blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, YouTube, and Instagram.
- 2) Town of Taber supports the use of social media to further the strategic direction and goals of the organization. Social media provides additional tools and channels that can complement traditional communications and marketing methods and mediums. The purpose of using social media sites is to present matters of public interest.
- 3) The public has the right to access and reference the Town of Taber’s social media sites in the same way as traditional communications methods.
- 4) The Town of Taber shall treat public engagement on social media sites in the same manner as they would traditional engagement.
- 5) The Town of Taber reserves the right to delete content posted to their social media sites.
- 6) To ensure public accessibility and the protection of all citizens, the Town of Taber reserves the right to remove comments, posts, or content that contains any of the following:
 - a. Confidential or personal information
 - b. Discriminatory or hateful language
 - c. Attacks on any person, whether an employee, member of Council, or the public



- d. Profanity or abusive language
 - e. Encouragement or demonstration of illegal behaviour
 - f. Explicit language or links to explicit content
 - g. Spam
 - h. Unsolicited commercial advertising that may attempt to sell, promote, or advertise products or services
 - i. A post that could compromise the well-being, safety, or security of the public, employees, Councillors, or anyone else
 - j. A post that may compromise the security of public systems, equipment, buildings, or other property
 - k. Violation of any municipal, provincial, or federal laws or bylaws
 - l. Promotion of individual religions, political parties, or candidates in any election
- 7) Posts made by citizens or third-party contributors do not necessarily reflect or represent the views or opinions of the Town of Taber or its employees. The Town of Taber does not necessarily endorse public comments or postings.
- 8) Engagement on Town-owned social media sites are typically considered transitory records and will not be archived, stored, or kept by the Town of Taber. However, by engaging with and using Town of Taber social media sites, users acknowledge and consent that their engagement (comments, posts, messages, etc) may become part of the public record and could potentially be used in Town of Taber official documentation. The Town of Taber reserves the right to decide what posts, comments, or messages may be saved in official documentation.
- 9) The Town of Taber is not responsible for any harm, damages, or losses suffered as a result of using third party social media sites. Participants do so at their own risk and accept that they have no right of action against the Town of Taber in relation to the use of social media.
- 10) The Town of Taber shall make every effort to respond to engagement on its social media sites. However, the Town may request that discussions be relocated to more traditional forms of engagement (phone, email, etc) in order to protect privacy, provide accurate information, or provide information that may exceed word count limits on social media sites.

MAYOR



DATE

July 29, 2016

CHIEF ADMINISTRATIVE OFFICER



DATE

August 3/2016

