



Social Media Public Engagement Terms of Use

Procedure No.: ADM-8	Council Resolution No.: N/A
Department: Administrative Services	Authority: CAO
Effective Date: July 18, 2016	Revision Date: N/A
Review Date: March 2022	Repealed Date: N/A
Supersedes: N/A	
Related Policy No.: ADM-8	
Related Policy Name: Social Media Public Engagement Terms of Use	

Purpose

These procedures will provide operational guidance for achieving the goals of the Town of Taber Public Engagement on Town social media sites.

Operating Guidelines

1) Public Engagement on Town Social Media Sites

- a. The Town reserves the right to monitor, assess and audit the use of any and all social media platforms used and periodically may retrieve the contents of any user's communications.
- b. The Town also reserves the right to delete any spam or advertising that is off-topic, misleading, or otherwise objectionable. Determining what is objectionable will be at the sole discretion of the Town of Taber.
- c. Links to third-party sites or sources does not necessarily constitute endorsement. The Town of Taber does not accept responsibility for any losses or damages suffered by those using social media or third-party links.
- d. The public has the right to post on any Town social media sites. These posts are considered public engagement, and will be treated in the appropriate manner and distributed through proper channels. Comments made on official Town social media platforms may be used as part of public record and used in official Town of Taber documents.



- e. Abusive, threatening, defamatory, hateful or explicit content will immediately be removed from all Town profiles. The Town will not accept any liability arising from such posts.
- f. Public users that post any of the above types of content on Town social media profiles will be warned with a statement and have their post removed.
 - i. A sample warning may be: "The content you posted is in violation of the Town of Taber's Social Media Public Engagement Terms of Use Policy ADM-8. Your content has been deleted as a result. Please refrain from posting inappropriate content in the future. If you do not refrain from posting such content, we will have to block you from our profile. Your understanding is appreciated."
- g. Users who have been warned once and continue to post content in violation of the Social Media Public Engagement Terms of Use Policy and Procedure will be blocked from the social media site they acted on.
- h. Any content that is deemed dangerous to the safety of Town staff, Council or the public must be recorded with the name of the poster, time of the post, where it was posted, and what was said. A screenshot or a saved notification email is the best way of doing this. The content must then be immediately deleted and reported to the Chief Administrative Officer and Taber Police Service for investigation.
- i. If able to do so, Town social media profiles will contain (or link to) the Town's Social Media Public Engagement Terms of Use Policy.
- j. Town social media profiles will also contain a disclaimer such as the following:
 - i. Please note all posts from "nick names" or "pseudonyms", as well as any foul or vulgar language, will be removed by the administrators. This Facebook page is for notification to the public by the Town of Taber as it is within our mandate to inform the public. It is not to be used for gossip or to feed the rumor mill. If people abuse the use of this site, they will be blocked.



CHIEF ADMINISTRATIVE OFFICER

March 29, 2019.
DATE

