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	

1.0 PURPOSE

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

2.0 POLICY STATEMENT

2.1 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.

2.2 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.

2.3 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.

2.4 The Town of Taber shall treat public engagement on social media sites in the same manner as they would traditional engagement.

2.5 The Town of Taber reserves the right to delete content posted to their social media sites.

2.6 Users engaging with Town of Taber social media platforms are required to keep their comments respectful and free of profanity.

2.7 To ensure public accessibility and the protection of all citizens, the Town of Taber reserves the right to remove comments, posts, or content that contain any of the following:

2.7.1 Confidential or personal information;

2.7.2 Discriminatory or hateful language;

2.7.3 Attacks on any person, whether an employee, member of Council, or the public;

2.7.4 Profanity, abusive, or insulting language;

2.7.5 Encouragement or demonstration of illegal behavior;

2.7.6 Explicit language or links to explicit content;

2.7.7 Spam;

2.7.8 Unsolicited commercial advertising that may attempt to sell, promote, or advertise products or services;

2.7.9 A post that could compromise the well-being, safety, or security of the public, employees, Councillors, or anyone else;

2.7.10 A post that may compromise the security of public systems, equipment, buildings, or other property;

2.7.11 Violation of any municipal, provincial, or federal laws or bylaws;

2.7.12 Promotion of individual religions, political parties, or candidates in any election;

2.7.13 Denigration of any candidates in any election;

2.7.14 Comments not topically related to our site or material being commented on;

2.7.15 Unintelligible or irrelevant comments;

2.7.16 Comments that devolve into an argument instead of respectful debate;

2.7.17 Comments that misrepresent or impersonate someone else, including public figures or Town officials;

2.7.18 Comments that contain links to videos, photos, websites, etc. that could be misleading, provide misinformation, or provides information that is unverified;

2.7.19 Comments and/or links that serve to promote individual businesses;

2.7.20 Any other comments deemed objectionable. What is deemed objectionable will be at the discretion of the Chief Administrative Officer and/or the Communications Coordinator.

2.8 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.

2.9 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.

2.10 Engagement on social media are not considered official correspondence with Council due to their transitory existence and the inability to verify authenticity and/or a proper way for Council to respond officially. For the purposes of proper communications to elected officials, any member of the public who wish their comments to be passed along to Council will be notified of official methods (i.e.: letters, direct Council emails, etc.) so Council's response can be recorded accurately.

2.11 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.

2.12 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.

2.13 Threats sent through social media will be forwarded to the appropriate law enforcement agency.

2.14 Citizens who message the Town of Taber through social media acknowledge they may be required to provide personal information in order for the Town to address the request (i.e.: providing a home address for cart collection, etc.).

2.14.1 Sending private information through social media is done at the user's own risk, and the Town accepts no liability for the same;

2.14.2 Should the citizen not wish to provide private information, Administration will provide other avenues for the request to be made (i.e.: phone call, website service request, official correspondence, etc.).

2.15 The Town of Taber reserves the right to turn off commenting on any post on their official social media platforms should the comments become toxic, abusive, or derogatory. The Town also reserves the right to turn off commenting should

Administrative time and effort monitoring and removing comments become burdensome.

2.16 The Town of Taber may choose to limit, restrict, or turn off commenting on its social media platforms or on any posts should Administration deem the topic to be highly divisive, has the potential to incite arguments, or could potentially compromise the safety and security of Town officials, staff, infrastructure or systems.

2.17 Turning off comments on social media will always be the exception, and not the norm, unless a resolution of Council deems otherwise.

2.18 Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

3.0 ADDITIONAL REFERENCES

- N/A

MAYOR	**DATE** Apr 13, 2022
CHIEF ADMINISTRATIVE OFFICER	**DATE** April 7/22