

- d. The City will provide links to credible and more detailed sources of information to support our interactions when possible;
- e. The City will publicly correct any information that we have communicated that is later found to be in error, and do so in a way that acknowledges the error;
- f. The City will be forthright about our relationships, opinions and identity;
- g. The City will respect the rules of the Social Media venue (i.e. Facebook terms of use, Twitter terms of use, etc.)
- h. The City will protect privacy and permissions and move interactions off line to ensure the privacy and confidentiality of citizens;
- i. When the City moderates interactions, a poster's opinion will be respected and accepted regardless of whether it is positive or negative, provided that the opinion is 'on topic' and not offensive, denigrating, or out of context;
- j. Employees of the City will conduct themselves, at all times, in accordance with all City policies. Interaction on City Social Media sites will be considered as conducting City business. Employees found in violation of this Policy may be subject to disciplinary action;
- k. The City reserves the right to restrict or remove any content or users deemed in violation of this Policy or any applicable law.

Harmonizing Social Media Activity With Other Communications Channels:

The City of Maple Ridge website, www.mapleridge.ca, will remain the City's primary and predominant Internet presence.

Content provided to the Social Media Site Administrator should, when possible, refer users to links at www.mapleridge.ca so that the public can access detailed information, relevant forms and other documents related to the post. Content on Social Media posts should be consistent with information provided through other communications channels such as print advertising, media releases or publications available to the public. Links and content from external sources will, as much as possible, be aggregated to the City website.

City Social Media Site Postings

Postings will consist of communications that support the City's Vision, Mission, Value Statements and Strategic Goals. Social Media sites may be used for:

- a. Announcements, such as community or public events organized by the City or partner organizations, and engagement not subject to legal processes as defined by the Municipal Act (e.g. the Public Hearing process);
- b. Links to information or media releases relating to programs and initiatives of the City;
- c. Photo or video galleries of community events or gatherings;
- d. Information on volunteer opportunities and programs from partner organizations of the City;
- e. Links to career postings for employment at the City;
- f. Public safety information from the RCMP, Maple Ridge Fire Department or Emergency Operations personnel as approved by Site Administrators;

Social Media sites will not be used for:

- a. Personal postings by employees. Employees communicating through City Social Media sites will do so only in their official capacity. Further, when employees intervene on external Social Media sites with regard to either professional or City issues, they are expected to identify their connection and position with the City.
- b. Hosting of conversations relating to issues that will be dealt with through public hearings or other official consultations. These processes are subject to specific legislative processes and have statutory conditions and obligations.
- c. Platforms for campaigning during local, provincial or national elections or referendums. Postings by elected officials, prospective or declared candidates or their supporters will be removed immediately for the period of 60 days prior to the relevant election.

The City will post 'Terms of Use Statements' on each of its Social Media sites to ensure the content guidelines described above are clearly understood (*see section title 'Comments' for the Terms of use Statement content*).

The Social Media Site Administrator and Social Media Moderators may disclose titles and roles within the City, as well as 'official' contact information such as City telephone numbers and email addresses, as is the practice in media releases and print advertising. Personal contact information for City staff will never be posted on Social Media sites.

Posters must understand that any comment posted online is permanently available to the public and open to being reposted or published in other media. Personal privacy, libel, copyright and private-sector data protection laws apply.

If an error is made on a post, accurate information will be reposted by a Social Media Site Administrator or Social Media Moderator as quickly as possible with an acknowledgment of the error. It is critical that City interactions are transparent and honest. Using the term 'UPDATE' or 'REVISED' in front of a re-post, as well as a comment post to indicate that information has been updated is a respectful and 'best practice' for interacting with the public.

Employees who have more than one identity on Social Media sites (i.e. a 'work' identity and a 'personal' identity) must understand that they are bound by their obligations of confidentiality and accountability for ALL comments made in Social Media, not just those made on 'official' City Social Media outlets. All employees should be aware that personal comments may be misinterpreted as official City comments and therefore use social media responsibly.

Comments

Please note: This section of the Policy, up to and including point '1' will serve as the Terms of Use Statement for City Social Media Sites.

Comments on the City's Social Media site posts are welcome. The Social Media Site Administrator monitors all posts.

The Social Media Site Administrator or Social Media Moderators will respond to comments as quickly as possible.

Comments or Posts containing the following forms of content will be reviewed and may be removed at the discretion of the Social Media Site Administrator or Moderators:

- a. Comments not topically related;
- b. Profane language or content;
- c. Content that violates the City of Maple Ridge *Respectful Workplace Policy No. 30.11* or violates the *British Columbia Human Rights Code*;
- d. Sexual content or links to sexual content;
- e. Solicitations of commerce unrelated to the work of the City or partner organizations;
- f. Repetitive or multiple postings by the same user;
- g. Conduct or encouragement of illegal activity;
- h. Information that may compromise the safety or security of the public or public systems;
- i. Content that violates the legal ownership interest of any other party;
- j. Comments that contain insults or disparaging comments about the general public, other posters, City staff or Council members;
- k. Content that violates our Public Hearing rules or other official consultations that are part of defined legislative processes;
- l. Comments that cannot be attributed to an individual, where the identity of the person writing the post is obscured or unclear.

If a discussion is moved off the Social Media site due to privacy matters, a subsequent post will be made to inform others that the matter has been dealt with.

Posts in violation of this Policy will be retained by the City in hard copy along with a description of the specific reason that the content was removed, and:

- Posters making the offending post will be contacted and given the reason(s) for the removal of the post and the Poster will be reminded of the site Terms of Use;
- Posters making more than two posts that are removed based on the criteria described in this Policy may be permanently banned from interacting on any or all City Social Media sites;
- Posters that are banned from City Social Media sites will be contacted and given the specific reasons for their removal from interaction on City sites.

Post threads relating to service delivery questions or issues of concern to citizens should be brought to the attention of the Social Media Site Administrator, General Manager and Director as quickly as possible for review to determine if any action needs to be taken.

Facebook Friend Requests within the City

Senior staff should be aware that other employees may feel uncomfortable if they are approached with a 'Facebook Friend' request from a Supervisor, Manager, Director, General Manager or the Chief Administrative Officer. As a matter of policy, managers will not send 'Facebook Friend requests' to employees or employee's families. Employees are free to send 'Friend Requests' to their managers, who are then free to accept or decline the requests as they see fit.

Definitions:

City means the City of Maple Ridge.

Employees means the employees of the City of Maple Ridge.

Partner Organization refers to groups whose work is funded in whole or in part by the City of Maple Ridge or groups that work under the umbrella of the Community Festival Network.

Post means the term used to describe a message that placed on a Social Media site.

Posters means anyone who places text on the City’s Social Media sites.

Social Media means Internet and mobile-based tools used for sharing and discussing information, including but not limited to Facebook, Twitter and YouTube. Social Media describes the convergence of telecommunications, computing and social interaction to allow people to interact and share their opinions, photographs, videos and links to material from a wide variety of sources. The broad definition of Social Media currently includes message boards, blogs, video posting sites, photo posting sites, social networks, forums and online customer chat sites.

Social Media Sites used by the City of Maple Ridge currently include Facebook, Twitter, Google+, Instagram and YouTube.

Social Media Site Administrator means the individual responsible for the oversight of the City’s Social media policy and is designated approve the posting of material on the City’s Social Media sites.

Social Media Moderators means the employees of the City of Maple Ridge who have been appointed to speak on behalf of the City and post content on the City’s Social Media sites. The Social Media Moderators will be identified as ‘organizational’ users on Social Media sites making it clear that they are speaking on behalf of the City.

Staff means an employee of the City of Maple Ridge.

Key Areas of Responsibility	
Action to Take	Responsibility
<ol style="list-style-type: none"> 1. Users of the City’s Social Media sites will be provided with training to ensure compliance with and adhere to: <ol style="list-style-type: none"> a. All applicable federal and provincial laws, regulations and policies including copyright and privacy provisions; b. The Terms of Use posted on each of the City’s Social Media sites; c. City policies and guidelines; d. Observation of the City’s Information Technology security protocols in all Social Media interactions. 	<p style="text-align: center;">All Staff</p> <p style="text-align: center;">All Staff</p> <p style="text-align: center;">All Staff</p> <p style="text-align: center;">All Staff</p>
<ol style="list-style-type: none"> 2. Establish corporate standards for online communication on Social Media. 	<p style="text-align: center;">By This Policy</p>
<ol style="list-style-type: none"> 3. Understand and adhere to the City’s Social Media Policy. 	<p style="text-align: center;">All Staff</p>
<ol style="list-style-type: none"> 4. Assignment of a Social Media Site Administrator to speak on behalf of the City of Maple Ridge and train and manage the team of Social Media Moderators. 	<p style="text-align: center;">CAO</p>
<ol style="list-style-type: none"> 5. Assignment of Social Media Moderators to assist in the monitoring of City Social Media Sites and make posts and respond to enquiries consistent with this Policy. 	<p style="text-align: center;">Social Media Site Administrator</p>

<p>6. Coordinate training sessions for Social Media Moderators and other related employees on use of the City's Social Media sites.</p> <p>7. Ensure that all employees using the City's Social Media sites are aware of this Policy.</p> <p>8. Approval of all content that will be put on City Social Media sites including posts, photos, video and links.</p> <p>9. Monitor feedback and participation on Social Media sites, and respond to posts in a timely and appropriate manner in accordance with this Policy.</p> <p>10. Maintaining the security of the City's Social Media tools with respect to login information and passwords, proprietary information, content and confidentiality in accordance with policies set out by the City Information Technology department.</p> <p>11. Imbed Terms of Use statements, which outline the terms of use as noted in this Policy, on all Social Media sites.</p> <p>12. Imbed contact information for the City, and ensure this information is prominently displayed at all times on all City Social Media sites.</p> <p>13. Daily review of the City's Social Media sites (a minimum of once a day) to ensure that posts are in compliance with this Policy.</p> <p>14. Posting to the City's Social Media Sites. As much as possible, the Social Media Moderator who has the greatest knowledge of a topic.</p> <p>15. Approval of surveys or solicitations for input from the public on non-legislative issues.</p> <p>16. Contact of Posters who have had posts removed from City Social Media sites.</p> <p>17. Decision making for Posters who will be banned from interacting on City Social Media Sites.</p> <p>18. Contact of Posters who are banned from interacting on City Social Media sites.</p> <p>19. Retain hard copies of offending posts.</p>	<p>Social Media Site Administrator</p> <p>Human Resources Social Media Site Administrator or designates</p> <p>Social Media Site Administrator Social Media Moderators</p> <p>Information Technology Director</p> <p>Social Media Site Administrator</p> <p>Social Media Site Administrator Social Media Moderators</p> <p>Social Media Site Administrator Social Media Moderators</p> <p>Social Media Site Administrator Social Media Moderators</p> <p>Social Media Site Administrator</p> <p>Social Media Site Administrator</p> <p>Social Media Site Administrator Social Media Site Administrator</p>
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