

THE CORPORATION OF THE TOWNSHIP OF WOLLASTON

BY-LAW NO. 18 – 2023

BEING A BY-LAW TO APPROVE THE SOCIAL MEDIA POLICY

WHEREAS Section 8 (1) of the **Municipal Act, 2001**, provides the powers of a municipality under this or any Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

AND WHEREAS Council of The Corporation of the Township of Wollaston deems it appropriate to adopt a Social Media Policy.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWNSHIP OF WOLLASTON HEREBY ENACTS AS FOLLOWS:

1. The Social Media Policy, as attached hereto, shall form part of this By-law, and is hereby approved for use within the municipality;
2. This By-law repeals all previous By-law and/or Motions of Council pertaining to the same.
3. This By-law shall become effective upon the date of passing thereof.
4. Where any By-law passed prior to this, conflicts with this By-law, the terms of this By-law shall prevail.

PASSED this 11th day of April, 2023.

MAYOR: MICHAEL FUERTH

SEAL

CLERK: BERNICE CROCKER

SOCIAL MEDIA POLICY

PURPOSE

The Wollaston Township social media policy establishes and outlines the use of Facebook and Instagram.

POLICY

Social media are among the tools used by the Township to communicate with the public, and the guidelines for their use forms part of the township's Communications Policy. The primary communication forum is the township's website, www.wollaston.ca. Social media can reach more people, more quickly and can serve to direct residents, visitors, funders, and partners to important information and resources posted on the website.

Messaging will be read-only.

GOALS

The Township's social media accounts will be used to inform the community of Municipal business and events. Social media will be used to increase public awareness of municipal services and events such as upcoming Capital Projects, Township services and hours of operation, and Hastings County events.

The use of social media, in addition to the Township website, will help to:

- disseminate time-sensitive information quickly.
- provide up-to-date information about Township programs, notices, and events; and.
- provide information needed by the public in an emergency.

SCOPE

This policy applies to social media use for official and authorized Municipal purposes.

Township Committees and Boards may use their own accounts on Facebook and Instagram, or they may request that their information be posted on the Township's social media.

This policy shall apply to all Municipal employees and others who have been authorized by the Township's social media administrator to post information on corporate social media sites in an official capacity on behalf of the Township.

This policy does not apply to personal use of social media conducted on personal equipment. Wollaston Council members and staff using their social media accounts will not use them as a primary information platform on behalf of Wollaston Township. Wollaston Council members and staff may use their social media profiles and websites as a secondary information source once information has been announced or posted on Wollaston Township website or social media.

RESPONSIBILITIES and LIMITATIONS

The posting of content on behalf of the Municipality will be the responsibility of the Township's designated administrators, being the Office Assistant and the Clerk/Administrator.

Wollaston Township Facebook and Instagram accounts are not to be used for posting on private or private group sites.

When representing the Municipality on social media, employees must communicate in a respectful and professional manner and in accordance with all Township policies and Code of Conduct.

Employees are not permitted to post personal or confidential information on social media sites, whether through public posts or private messages. Non-compliance by Municipal employees may result in discipline.

As appropriate, each post will include a link to information on the township or other website, or where to find additional information on the posted subject.

There is no requirement for Township social media administrators to monitor posts on Facebook or Instagram. Residents with questions or concerns are invited to call the Township office for urgent matters.

Social media posts will be limited to information and events within the jurisdiction of the Wollaston or Hastings County municipal governments.