

Village of Chauvin




Policy Number: 2025-01

Date of Issue: February 10, 2025

Policy Subject/Title: SOCIAL MEDIA

Motion Number: 2025-23

Signature of Approval by Authorized Personnel:


Martina Skinner, CAO

POLICY STATEMENT:

The Village of Chauvin (the Village) recognizes the importance of social media as a tool for sharing information and awareness, as well as promoting a sense of community. Social media is one of many tools used by the Village to communicate and incorporates a variety of digital assets to meet its goals including photos, graphics, multi-media, email marketing and links to the Village website.

The Village strives to ensure its social media platforms provide a consistent and accurate source of information that residents and other users view as a trustworthy, timely and transparent means of communication about the organization, its services, activities, governance, strategic goals, and vision. The Village aims to achieve a unified voice with consistent messaging across all channels and in all communications.

The Village strives to keep all social media platforms relevant and current, including but not limited to, Facebook, YouTube, X (formerly Twitter), Instagram, and LinkedIn.

The Village's Facebook page will not permit users to comment publicly. Users are encouraged to connect with the Town by:

- Calling the Village Office at 780-858-3881
- Visiting the Village Office in person at 216 Main Street, Chauvin
- Contacting Administration and Council (contact information available at www.villageofchauvin.ca)
- Direct messaging on Facebook
- Visiting the Village website at www.villageofchauvin.ca

PURPOSE:

This policy outlines how the Village will aspire to achieve effective and appropriate use and management of its social media channels to:

1. Share information and increase awareness regarding:
 - a) Village Council activities, priorities, and business;
 - b) Village services, programs, initiatives, events, and opportunities to participate in organized activities, boards and committees;
 - c) Activities of partner organizations and stakeholders.
2. In the event of an emergency, provide updates to help keep residents safe, secure, and informed.
3. Ensure residents can access official Village information on available platforms, knowing they can find consistent, timely and accurate updates related to their needs and interests.
4. Further the strategic priorities and organizational goals of the Village.
5. Uphold the image, brand and reputation of the Village, its Council, and its employees.

The policy will:

1. Outline standards and procedures that will guide social media use on a day- to-day basis.
2. Establish authority structures for social media content decisions.
3. Protect the reputation of the Village by ensuring a consistent and professional approach by employees and elected officials who communicate via social media platforms.
4. Create social media protocols, criteria and courses of action for the establishment and monitoring of acceptable tools and accounts.

DEFINITIONS:

1. **Posting:** any content or image, including but not limited to, photographs, video, clip art, scanned images, documents and emoticons.
2. **Social Media:** all forms of online presence or publications including but not limited to Facebook, YouTube, X (formerly Twitter), Instagram, and LinkedIn.

PROCEDURES:

1. Employees assigned to manage social media on behalf of the Village must conduct themselves as a Village representative and in accordance with Village policies. Only assigned employees will be granted authority to manage selected social media platforms. Upon termination or change of position, all access to assigned social media platforms will be revoked. Administrative privileges must be transferred to another assigned Village employee(s) at the time of exit.

2. When using any type of social media, the Village will follow all applicable provincial and federal laws and regulations as well as internal policies and bylaws, including but not limited to, the Criminal Code of Canada, Freedom of Information and Protection of Privacy Act, Municipal Government Act, Employee Code of Conduct, and Council Code of Conduct.
3. The following content will not be permitted on Village's social media:
 - a) Personal attacks on individuals or specific groups;
 - b) Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - c) Profanity, sexual content or links to sexual content;
 - d) The encouragement or conducting of illegal activity;
 - e) Non-approved content related to sales, advertising or promotions;
 - f) Content promoting a candidate for municipal, provincial or federal election.
4. A posting may be considered inappropriate and removed if it:
 - a) Renders any employee or elected official unable to perform their duties satisfactorily;
 - b) Leads or may lead to a refusal, reluctance or inability of any other employee, elected official or third party to work with the employee responsible for the posting;
 - c) Discloses information or provides comments that harms or jeopardizes the reputation of the Village;
 - d) is in breach of the Criminal Code of Canada and therefore injures the reputation of the Village;
 - e) Expressly or impliedly discloses information or personal information in contravention of the Freedom of Information and Protection of Privacy Act, its regulations thereunder, or any other applicable legislation;
 - f) Expressly or impliedly discloses confidential information, including but not limited to, matters discussed in camera during the Village Council meeting;
 - g) Any other circumstances determined to be inappropriate by the Village.
5. Employees and elected officials who participate on social media using their own platforms must follow the Employee Code of Conduct Policy and/or Council Code of Conduct Bylaw. They must conduct themselves in a professional manner and abide by the following guidelines. For the purpose of this section, "users" will refer to all employees and elected officials of the Village.
 - a) When creating a social media profile, users must ensure that their use of social media does not put the Village's security, reputation, or information at risk.

- b) Users may never use their @villageofchauvin.ca email address to create a social media account.
- c) Users may not use the official Village logo on their social media platforms, unless they are sharing a posting from the Village's social media.
- d) Users shall be held personally responsible for the content they publish on their own social media platforms and shall not hold the Village responsible or liable for any content placed on their own platforms.
- e) A user's personal or off-duty conduct shall be considered inappropriate within the meaning of this policy when they expressly or impliedly post negative comments or images critical of the Village, its employees or elected officials. At all times, users have a duty of fidelity and loyalty to the Village which would preclude such conduct.
- f) Users can be involved in political debate and state their own opinions on their social media platforms. All actions must be done with respect. Bullying, hatred, bigotry, disrespect, harassment, and otherwise bringing the Village, Council, or Village Administration into disrepute are all prohibited and are subject to disciplinary action as outlined in the Village's Council Code of Conduct Bylaw and Progressive Discipline Policy.
- g) Users must not act, claim to act, or give the impression that they are acting as a representative of Council or the Village on their social media platforms. Users must make it clear that their actions and opinions on social media are their own.
- h) Users may not publish or report on meeting discussions that are held during in camera sessions on social media, regardless of the profile being public or private.
- i) All media used on social media profiles must follow copyright laws and best practices regarding privacy, rights, and permissions.
- j) A user's social media platform shall not be promoted by the Village's social media. The Village reserves the right to like or share content that is posted to users' accounts if the post is deemed to be of informational value to the community.
- k) During an emergency, users shall adhere to best communication practices and allow the municipality and/or the Information Officer to release emergency information on official social media platforms. As a best practice, it is encouraged that during an emergency, users share the official social media platforms so citizens know which social media will have the most up-to-date information.
- l) Once an elected official's term comes to an end, or they resign from their position, they must delete or rename any political social media platforms to reflect that they are no longer a sitting member of Council within two weeks of their term or resignation. If elected officials do not know the process of deleting a social media page, help will be provided upon request.

6. For the purpose of determining whether a posting by an employee or elected official is inappropriate, the Village shall act reasonably and in good faith.
7. Posting ownership release is given to the Village on any postings taken for and published on the Village's social media. No credit will be given for postings taken and published by Village employees or elected officials on the Village's social media.
8. The Village may disclose and post an employee's job title and business contact information on its website, or any social media operated by the Village, acting reasonably, without the employee's prior consent when doing so is in furtherance of the Village's operation and management.
9. Employees who do not want their photograph or name published on the Village's social media must inform their Department Head. This information will be recorded and relayed to the employee(s) assigned to manage social media on behalf of the Village. Otherwise, the Village may post photographs of employees and/or employee names when such photographs are taken in the context of employment and for the purpose of furthering the Village's operation and management, including but not limited to promotion of the Village.
10. The duties and obligations of employees and elected officials pursuant to this policy survive the employee's or elected official's resignation or termination from employment with the Village.
11. This policy should be read in conjunction with any other related policies and bylaws of the Village. Where a conflict exists between this policy and another policy or bylaw of the Village, this policy shall prevail.
12. The very nature of information technology (including social media) is that it is fluid, flexible and quickly changing. As a result, the Village may issue written clarification or amendment to this policy from time to time.

REVIEW CYCLE:

This policy will be reviewed every four (4) years.