

<b>Section:</b> Standards of Conduct	<b>Policy Number:</b> 2.5
<b>Subject:</b> Online Media Policy	<b>Effective Date:</b> July 16, 2013
	<b>Revision Date:</b> March 26, 2019
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## Online Media Policy

**Purpose:**

To establish guidelines for the appropriate use of the Township’s Online Media presence and to protect the Township from any improper or litigious disclosure or use.

**Context:**

The Township of Selwyn recognizes the importance of Online Media resources as communication tools used to provide information and create awareness about Township programs, services and events, and as such are an important part of the Township of Selwyn’s communications strategy. The Township also has an overriding interest and expectation in deciding what is ‘spoken’ on behalf of the Township on Online Media sites, and as such, this policy establishes guidelines to be followed.

**Scope:**

This policy applies to all classifications of Township of Selwyn employees and members of Council and applies to the Township’s website and Social Media resources that may include, but is not limited to Facebook, Twitter, YouTube, Blogs, RSS, LinkedIn and Flickr.

This policy is administered by Administrators as defined herein.

**Definitions:**

Administrators – are Department Managers, Deputy Clerk, Corporate Services Assistant or those designated by the forgoing.

Official Online Presence - a dedicated page or channel on a Social Media site or Web page which displays official Township of Selwyn branding and which is used for the purpose of communicating matters relating to Township programs, services, facilities and events.

Social Media - is content created by individuals using accessible and scalable technologies through the Internet. Some examples of Social Media resources include, but are not limited to, Facebook, Twitter, YouTube, Blogs, RSS, LinkedIn and Flickr.

Third Party Site - is a site, opening a new browser window, resulting from a link from a directory listing, within the Township of Selwyn URLs. Links of this type are the responsibility of the owner of the site and do not reflect the information, interpretation, comments or opinions of the Township of Selwyn.

Website: is defined as a set of interconnected pages, usually including a home page, generally located on the same server, and prepared and maintained as a collection of information by a person, group or organization.

## **Procedure and Implementation:**

### **1.0 General**

- 1.01 Only Administrators will have the authority to post/update designated Township of Selwyn Online Media sites.
- 1.02 The Township official website will remain the Township's primary and predominant internet presence.
- 1.03 Content posted to Township of Selwyn Social Media sites should contain links directing users back to the Township's official website for in-depth information, forms, documents or online services necessary to conduct business with the Township of Selwyn.
- 1.04 Administrators shall comply with all appropriate Township of Selwyn policies and standards, including but not limited to:
  - Code of Ethics - (2.1- Organizational Policy)
  - Technology Use - (2.3- Organizational Policy)
  - Accountability & Transparency Policy
  - Social Media Policy - Terms of Use - (attached hereto as Schedule A)
  - Website - Terms of Use & Privacy Statement - (attached hereto as Schedule B)

### **2.0 Official Township of Selwyn On line Presence**

- 2.01 Township of Selwyn Online Media sites will be set up through the Clerk's Department.
- 2.02 Township of Selwyn On-line Media sites shall be created and maintained in accordance with Township standards and with identifiable branding to demonstrate that it is an official Township Online Media presence.
- 2.03 The Township website at [www.selwyntownship.ca](http://www.selwyntownship.ca) will remain the official online presence for the Township of Selwyn. Other sub-websites may be created for events and services the Township offers and these will be linked to the official Township website.

### **3.0 Site Content**

- 3.1 Administrators will be responsible for publishing and maintaining content on the Township of Selwyn's Online Media sites.
- 3.2 Employees can submit information to be posted to the Township's Online Media sites to an Administrator. The information will be reviewed by the Administrator and then posted to the Online Media sites, upon approval.
- 3.3 Information and comments shared through Online Media sites will comply with the Township's Policies and Procedures and shall not disclose confidential or proprietary information.
- 3.4 Social Media short forms should be clear and concise. Avoid using short forms as they can be misinterpreted and not understood.

- 3.5 Sharing or posting content owned by others will be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, video clips, etc.
- 3.6 Electronic information posted to an Online Media site by the Township, or a member of the public, will be considered public information.
- 3.7 Content on the Township of Selwyn Online Media sites will be managed in accordance with the *Municipal Freedom of Information and Protection of Privacy Act, 1990*.
- 3.8 Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to postings regardless of format (text, video, images, links, documents, etc.) as outlined in Schedule A - Social Media Policy – Terms of Use.
- 3.9 The Township reserves the right to restrict or remove any content that is deemed in violation of this Online Media site or any applicable law.

#### **4.0 User Behaviour (Employee and Personal Use)**

- 4.1 The same standards, principles and requirements that apply to Township of Selwyn employees in the performance of their assigned duties, also apply to employee Online Media technology use (see Organizational Policy 2.3 – Technology Use).
- 4.2 Township employees authorized to use Online Media site must not do anything that could harm the reputation of the Township of Selwyn. They must ensure that any comment on matters of government policy is appropriate to their employee role and must respect the need to maintain politically neutral services.
- 4.3 In their capacity as private citizens, employees of the Township of Selwyn have the same rights of free speech as other citizens, however they may not represent the Township of Selwyn on their own personal Online Media sites and must not disclose any Township of Selwyn information or content that they are not specifically authorized to disclose.
- 4.4 Acting as a private citizen, a Township of Selwyn employee must use a private email address and make every reasonable effort to make it clear that their contribution to Online Media sites is as a private individual, and not as a representative of the Township of Selwyn.

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Schedule A Social Media Resources - Terms of Use	<b>Revision Date:</b>
	8 Pages

**Schedule A - Social Media Policy - Terms of Use & Privacy Statement**

**Terms of Use for Township of Selwyn Social Media resources including, but not limited to, Facebook, Twitter, YouTube, Blogs, RSS, LinkedIn and Flickr.**

Although everyone is entitled to their own opinion, when posting an item to a Township of Selwyn Social Media sites, please respect the views of other members and users of the resource.

The Township of Selwyn will not tolerate racist, homophobic, sexist or abusive comments and will remove any post or content from any Township maintained Social Media resource which, in the Township of Selwyn’s opinion, is likely to cause distress or upset to other users of the resource. Please note that Township Social Media platforms are accessed by minors, and accordingly posts, and contributions, should be suitable for individuals of all ages.

The Township of Selwyn reserves the right to permanently remove unsuitable content from any Township maintained Social Media resources, and shall have no liability for any loss or damage caused by, or in connection with, such removal. Repeat offenders will be blocked from contributing to the Township Social Media platforms. The Township of Selwyn may report all users posting inappropriate or offensive material and shall not be obliged to reinstate any individual it blocks.

Township of Selwyn Social Media sites are intended to provide a place for community members to discuss Township matters and events. Comments or any other type of material posted by members of the public on any of the Township Social Media sites do not necessarily reflect the opinions or ideals of the Township of Selwyn or its employees, members of Council or affiliates.

All materials posted by users must comply with the Terms of Use as outlined by the Social Media platform on which it is posted. The Township of Selwyn will not tolerate the posting of materials on Township maintained Social Media resources that fall into any of the following categories, and the Township of Selwyn reserves the right to have removed any materials that:

- Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others;
- Publish, post, distribute or disseminate any defamatory, infringing, obscene, indecent, misleading or unlawful material or information;
- Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy or publicity) unless you own or control the rights thereto or have received all necessary consents;
- Upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer;
- Delete any author attributions, legal notices or proprietary designations or labels in any file that is uploaded;
- Falsify the origin or source of software or other material contained in a file that is uploaded;
- Advertise or offer to sell any goods or services, or conduct or forward surveys, contests, or chain letters; or
- Download any file posted by another user of a forum that you know, or reasonably should know, cannot be legally distributed in such manner.

**General Disclaimer:**

Information on any Township of Selwyn Social Media sites is provided solely for information of the user as a guide to services and notices which may affect residents and visitors to the area.

Every effort has been made to ensure that the content contained within the Township of Selwyn Social Media sites is timely and accurate; however, due to circumstances beyond our control, information may change without notice, and reliance upon any materials in this site shall be at your sole risk. All such information should be verified independently before being used or relied on.

The Township assumes no responsibility for any damages arising out of the use of Social Media sites and offers no guarantee regarding the accuracy of the information on these pages or the related graphics published on this server. All such documents and related graphics are provided "as is" without warranty of any kind. The Township of Selwyn hereby disclaims all representations and warranties.

By using the Social Media sites you are agreeing to be bound by the current version of these Terms of Use. The Township reserves the right to change or modify these Terms of Use and/or this site at any time without notice.

**Privacy Statement:**

The Township of Selwyn acknowledges and appreciates that the communication of personal information is extremely sensitive and it recognizes the need to protect the personal privacy of individuals who interact with the Township through various means of communication.

The Township is subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act, 1990. For more information, visit the Ontario Information and Privacy Commission website at <http://www.ipc.on.ca/>.

<b>Section:</b> Standards of Conduct	<b>Policy Number:</b> 2.5
<b>Subject:</b> Online Media Policy	<b>Effective Date:</b> March 2007
Schedule B Website - Terms of Use & Privacy Statement	<b>Revision Date:</b> 16/07/2013
8 Pages	

## Schedule B - Website - Terms of Use & Privacy Statement

### Purpose:

The purpose of this Terms of Use is to ensure suitable and acceptable content within the pages of websites registered under the Township of Selwyn name, and to ensure that all content contained within Township owned websites meets the required standards by establishing rules and procedures for the collection and dissemination of such content.

### Administration of Policy:

This policy will be implemented and jointly administered through the Clerk's Department in cooperation with all Department Managers. The Clerk's Department will carry out the formatting of website information as provided by departments. With the approval of the Clerk's Department, other staff may be designated Administrators for website updates relevant to their department. Each request for an update to a Township domain shall be reviewed by Administrators to ensure the information provided meets the standards and criteria established for Township of Selwyn websites.

### Website Content:

1. The Township of Selwyn will provide information about the Corporation of the Township of Selwyn along with links, provided free of charge, to other service clubs, organizations, businesses, government agencies (Municipal, Provincial, Federal), or public boards (i.e. school boards, etc.).
2. The following elements are prohibited within the Township of Selwyn site as well as any links displayed on Third Party Sites:
  - Activities that violate any Municipal, Provincial or Federal Laws
  - Display of material containing nudity or pornographic material
  - Material defaming any person or group
3. The Township of Selwyn will provide a business directory listing at no charge to any business that is physically located within the geographical boundaries of the Township of Selwyn. Businesses must ensure that their listing is kept up-to-date. The Township has the right to remove outdated listings.

## **About the Websites:**

The sites are owned and operated by the Corporation of the Township of Selwyn.

Users of the sites are requested to be mindful of legal obligations and of anything that could possibly damage the site.

For questions relating to this site, please contact the Township of Selwyn at 705-292-9507.

The Township does attempt to provide multiple “channels” for conducting business (i.e. telephone, walk-in, mail-in, and fax-in) in addition to the Township of Selwyn websites.

## **General Disclaimer:**

Information on any Township of Selwyn websites is provided solely for information of the user as a guide to services and notices which may affect residents and visitors to the area.

Every effort has been made to ensure that the content contained within the Township of Selwyn websites is timely and accurate; however, due to circumstances beyond the Township’s control, information may change without notice, and reliance upon any materials in this site shall be at your sole risk. All such information should be verified independently before being used or relied on.

The Township assumes no responsibility for any damages arising out of the use of this site and offers no guarantee regarding the accuracy of the information on these pages or the related graphics published on this server. All such documents and related graphics are provided “as is” without warranty of any kind. The Township of Selwyn hereby disclaims all representations and warranties.

Users of this website agree to be bound by the current version of these Terms of Use. The Township reserves the right to change or modify these Terms of Use and/or this site at any time without notice.

## **Privacy Statement:**

The Township of Selwyn acknowledges and appreciates that the communication of personal information is extremely sensitive and it recognizes the need to protect the personal privacy of individuals who interact with the Township through various means of communication.

The Township is subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act, 1990. For more information, visit the Ontario Information and Privacy Commission website at <http://www.ipc.on.ca/>.

## **Providing Personal Information via the Township Websites:**

Most of the information accessible on Township websites does not require a person to identify themselves. Individuals may access sites anonymously. However, in the event that the Township of Selwyn does collect personal information, from time to time, this will be provided at the discretion of the individual. The Township collects only as much personal information as is necessary to assist in conducting business with the Township via the websites.

## **Why Personal Information is Collected:**

The Township collects and retains personal information for the following reasons:

- To process requests for services, products or additional information

- To communicate services and information that as requested
- To advise of changes to the website or services
- To meet legal and regulatory requirements

### **Use and Disclosure of Personal Information:**

The Township of Selwyn is the sole owner of the information collected on the sites. The Township does not use or retain personal information that is provided for any secondary purposes unless an individual has first been notified, and permission has been obtained.

The Township of Selwyn will not sell, rent, share or otherwise disclose personal information to any organization or individual outside of the Township unless notification and permission is received, except in the following circumstances.

The Township of Selwyn may disclose personal information:

- To companies contracted to process requests
- For law enforcement purposes
- For purposes of acting in an emergency to facilitate contact with next of kin or friends in the event of an injury, emergency or illness

From time to time, the Township websites may request personal information via a survey or to seek permission to send special offers. Participation will be completely voluntary. Any survey information will be used solely for the purposes of monitoring and/or improving the Township's services and products. Use of the website(s) will not be contingent on participation.

### **Exceptions:**

There may be certain exceptions to the Township's Privacy Statement. Any exceptions will be **clearly** identified at the time the information is being gathered.

### **Links to other Websites – Third Party Sites:**

This privacy statement applies solely to information collected by the Township of Selwyn websites.

The Township websites contains links to other sites Third Party Sites (i.e. community and business links, etc.); however, the Township of Selwyn is not responsible for the privacy practices of other sites. When leaving the Township website, users are encouraged to read the privacy statement of each and every website that is visited before providing any personal information. The Township's privacy statement applies solely to information collected on the Township websites.

The Township of Selwyn makes every effort to ensure the links listed are current and are indeed linked to the appropriate site. When the Township becomes aware of a link to a site with questionable content, appropriate action will be taken.