

**CORPORATION OF THE TOWN OF PETAWAWA**

**BY-LAW 682/11**

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**BEING A BY-LAW TO ESTABLISH A  
SOCIAL MEDIA POLICY**

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**WHEREAS** the Council of the Corporation of the Town of Petawawa wishes to establish a social media policy;

**NOW THEREFORE BE IT ENACTED BY THE CORPORATION OF THE TOWN OF PETAWAWA AS FOLLOWS:**

1. That the "Town of Petawawa Social Media Policy" attached hereto as Schedule "A" be and is hereby adopted.
2. That Schedule "A" is deemed to form part of this by-law.
3. That this by-law shall come into force and take effect following third reading.

By-law read a first and second time this 4<sup>th</sup> day of April, 2011.

By-law read a third time and passed this 4<sup>th</sup> day of April, 2011.

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
Clerk



## **CORPORATION OF THE TOWN OF PETAWAWA**

### **SOCIAL MEDIA POLICY**

#### **PURPOSE:**

The Town of Petawawa understands that social media has become a common form of communication among the public. As such, the Town of Petawawa has chosen to expand the scope of its communications methods to include social media in order to reach a broader audience. The Town of Petawawa encourages the use of social media to enhance the public's capacity to learn and to enhance communication. Social media offers new ways to engage with the public and to reach the public with important information relating to the Town of Petawawa

It is extremely important that the municipality take a measured, strategic approach to the implementation of social media to avoid potentially damaging consequences such as the presence of out-of-date information, the failure to provide appropriate information to citizens who have requested it, or the misrepresentation of municipal policies, services, or values.

All employees who participate in social media on behalf of the Town of Petawawa are expected to be trained, to understand, and to follow this policy.

#### **DEFINITIONS:**

**Social Media:** content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, blogs, MySpace, YouTube, Twitter, LinkedIn, Flickr, etc.

**Social Networks:** are online communities of people or organizations that share interests and/or activities

## **POLICY:**

### Approval of Social Media

Recommendations by staff to use a social media shall be approved by the CAO/Clerk and presented to Council for consideration. All social media sites shall be approved by resolution of Council.

### Administration of Social Media

Social media sites shall be administered by the Economic Development Coordinator or their designate. Designates can be any department employee designated by the requesting department head that has a complete understanding of this policy and the necessary training and ability.

### Content of Social Media

All content posted on social media sites will be managed by the Economic Development Coordinator or their designate (content includes text, pictures, videos, etc.). The Economic Development Coordinator will monitor content on each social media site to ensure adherence and compliance with the Social Media Policy for use, messages, and branding consistent with the goals of the Town of Petawawa.

All Town of Petawawa social networking sites shall comply with the Town of Petawawa's Technology Use Policy and the *Municipal Freedom of Information and Protection of Privacy Act* as well as adhere to established laws, policies and copyrights. Content shall not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their written approval.

Social networking sites administered by the Town of Petawawa will be primarily for the use of posting information for public viewing (i.e. promoting special events, posting public notices). Each social networking site shall include an introductory statement which clearly specifies the purpose of the social networking site. All social media sites shall clearly indicate that they are maintained by the Town of Petawawa and have contact information prominently displayed.

Social media sites may be used for the collection of feedback from the public on a particular subject for a limited period of time. The Economic Development Coordinator or their designate will be the moderator of the feedback and will monitor the submission of comments received by members of the public. Comments submitted by members of the public must be directly related to the subject of the discussion. Responding to feedback received from the public through social media sites shall be governed by the Town of Petawawa's Correspondence Policy.

Wherever possible, links to more information should direct users back to the official Town of Petawawa website ([www.petawawa.ca](http://www.petawawa.ca)) for more information, forms, documents or online services necessary to conduct business with the municipality.

## Employee Training

All employees who are designated to post content to social media sites shall be trained in this policy. Employees representing the municipality via social media outlets must conduct themselves at all times as representatives of the Town of Petawawa. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.