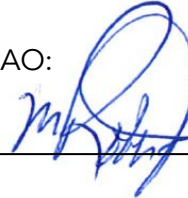


Social / Digital Media & Website Management Policy

Effective Date: August 25, 2010
Revised Date: May 15, 2020
Approved by CAO:



Policy Statement

1. The City of Pitt Meadows uses social/digital media as a tool to inform and encourage information sharing with a wide variety of audiences. It is important that these tools are used in a manner that will ensure the integrity of City information, while at the same time facilitate transparency and invitation for engagement with residents and other stakeholders. The Communications department oversees social media for the City of Pitt Meadows in accordance with the following administrative policy.

Purpose

2. The following policy outlines how the City oversees communication in the online realm. It also serves to protect the City's reputation and to ensure consistency and professionalism with stakeholders by providing protocols, criteria and courses of action in the management of City's online communication tools.

Scope

3. This policy addresses the management of online communication tools managed by the City and provides standards related to the City's website and social media sites; use of the City's online Community Calendar and Community Directory.

Exclusions

4. The RCMP releases information through their respective websites and social media platforms.

Policy

5. Definitions

Content. Any information uploaded or added to an online location. Content can include text, photos, videos, links, geographic markers, etc.

Administrator means a City of Pitt Meadows employee in the Communications department responsible for overseeing social media, website and online engagement content. Responsibilities include posting, editing and approval of content as well as moderation of comments in accordance with the City's guidelines articulated in this policy.

Website Team means City of Pitt Meadows Website Team, outside of the Communications department with responsibilities for content management and posting content on the City's website or social media pages.

Social Media or Social Networking Sites are third-party-hosted, web-based, and mobile technologies that allow creation and exchange of user-generated content to share opinions and information, promote discussion and encourage community engagement.

These include but are not limited to:

- blogging
- digital applications (apps)
- document sharing
- geo-mapping
- photo sharing
- social media (i.e. Facebook, Twitter, Instagram)
- social media management platforms (i.e. Hootsuite)
- online engagement platforms (i.e. surveys, forums, discussion boards)
- video sharing

Online Tools refers to the City's website, social media sites and online engagement websites.

6. Roles and Responsibilities

- (a) This Policy applies to all City of Pitt Meadows Council and staff, and users of City social media sites, social media networks.
- (b) Corporate Services/Communications staff are responsible for:



- (i) establishing corporate standard specifications for online communication using online tools;
- (ii) coordinating training sessions for these tools;
- (iii) understanding and adhering to the Corporate Social Media & Website Management Policy;
- (iv) setup and day-to-day management of the City's online tools and using the tools in a responsible and respectful manner that adheres to Council's strategic goals;
- (v) uploading or approving video, audio, and photos to appropriate channels;
- (vi) overseeing Website Team who posts content, video, photos and promotion of City activities;
- (vii) moderation/monitoring feedback from residents and online participants, and responding where necessary in accordance with this Policy;
- (viii) completing an annual review and evaluation of the City's online communication strategy; and
- (ix) maintaining security of the City's online tools with respect to login information and passwords, as well as proprietary information, content and confidentiality in accordance with the current policies set out by the City.

7. Procedures & Guidelines

- (a) The City's website at www.pittmeadows.ca remains the City's primary and predominant internet presence. Social networking sites will be used as a push notification tool to widen the reach of information already available on the City's website, and/or information available by partner agencies/organizations (i.e TransLink, ICBC, MOTI, SD42).
- (b) The use of all social networking sites managed by the City of Pitt Meadows will adhere to:
 - (i) Applicable provincial and federal laws, regulations and policies (i.e. privacy and copyright);
 - (ii) The terms of service of each social networking site; and
 - (iii) All administrative, human resources and records management policies and other applicable City policies and guidelines.

- (c) Where possible, all online tools will clearly indicate that they are maintained by the City of Pitt Meadows and will have the City logo and contact information displayed.

8. Site Content

- (a) All communication and online content posted by the City, will be in accordance and align with Council's Strategic Plan.
- (b) Wherever possible, all information posted to the City's social media sites will also be posted on the City's website. Wherever possible, content posted to the City of Pitt Meadows social media sites should contain links directing users back to the City's official website for in-depth information, forms, documents, or online services necessary to conduct business with the City.
- (c) Announcements such as special events, news releases, City initiatives will be posted on the City's website.
- (d) Where possible, all social media and online content will clearly indicate that they are maintained by the City of Pitt Meadows and have the City logo and contact information displayed.
- (e) Communication that articulates the City's stance on issues, Council issues, or internal City issues will be reviewed and approved by the CAO, applicable director and Communications Manager before being posted online.
- (f) City staff and Council may forward appropriate announcements and information to Communications staff to disseminate through the City's online tools.
- (g) No third-party advertisements, paid or unpaid, are to be placed on the City's website.
- (h) Social Media posts are not moderated to facilitate discussion that would more appropriately and effectively take place at Council meetings, information sessions, stakeholder engagement sessions, public hearings etc. or respond to issues better served through individual departments e.g. Bylaw or Public Works.

9. Social Media User Guidelines

- (a) The guidelines are intended to ensure that all users are able to participate in an exchange of information and ideas in a positive, constructive and beneficial way.



- (b) Guidelines for posting on the City's social media sites are made available on respective sites.
- (c) Online conversations/comments are expected to follow the conventions of polite discourse. They should be carried on in a constructive and good-natured manner and should focus on the issues being discussed rather than the individual making the comment. Personal attacks will not be tolerated.
- (d) Social networking content and comments containing any of the following will be removed:
 - (i) Content for the purposes of promoting a candidate for municipal, provincial or federal election, or material that expresses an opinion regarding candidates of a government election;
 - (ii) Content that represents interests in offensive subject matter (ie. racism, pornography, obscenities);
 - (iii) Content that contains insulting, slanderous, libelous, or defamatory statements;
 - (iv) Solicitations of commerce or third party advertisements, paid or unpaid;
 - (v) Conduct or encouragement of illegal activity;
 - (vi) Information that may tend to compromise the safety or security of City staff, the public or public systems;
 - (vii) Spam or comments that are repetitive;
 - (viii) Content that violates a legal ownership interest of any other party;
 - (ix) Profanity or language that is defamatory, abusive, threatening, hateful, personally disparaging, harassing, indecent, vulgar, obscene, illegal, immoral or sexually explicit (partially masking profanity or other unacceptable language by substituting asterisks or other symbols into a word is not acceptable if the word remains recognizable);
 - (x) Disrespectful of the hosts or moderators, other users or their opinions, ideas or beliefs;
 - (xi) Appears to, or does actually, infringe the copyright, trade-mark, right of privacy, right of publicity or any other intellectual property or other proprietary right of any third party, including other users (links to any third party materials should be included, rather than copying those materials into the content);



- (xii) Information about, or images (e.g., photographs, videos or illustrations) of, any individual other than the individual submitting the content;
 - (xiii) Invades anyone's privacy or impersonates anyone;
 - (xiv) Advertises any product, individual, organization or other entity, or directs attention to another website for personal gain;
 - (xv) Provides links to, or information about, other sites that contain unlawful, objectionable or inappropriate content;
 - (xvi) Long embedded URLs, excessive links, code or other materials that could compromise the integrity or security of the tool, or of the server or the website;
 - (xvii) Makes unproven or unsupported accusations against individuals, groups or organizations.
- (e) Violation of the above may result in comments being removed and repetitive violation may result in being banned from posting on the City of Pitt Meadows social media pages.
- (f) The City reserves the right to post, refuse to post or remove any content from its social media sites at any time without notice.
- (g) Please note that the City's social media channels are used strictly for official City Communications and therefore do not allow for third party user posts. The City may share information and events from government agencies, partners and community groups that are relevant to the community, subject to approval.
- (h) Content removed due to contravention of the guidelines is retained. The poster will be advised via private message (using the medium that they posted) of the reason for the removal of the comment. The standard notice will be:
- (i) *"In keeping with User Guidelines for posting on the City's <Facebook, Instagram, Twitter>, we strive to ensure that comments adhere to the City's social media guidelines. Therefore we will be removing your comment on <DATE> post about <TOPIC> because it violates the established guidelines.*

10. Community Calendar

- (a) The Community Calendar on pittmeadows.ca enables community groups to promote local events. Requests for inclusion of an event on the Community Calendar are made using the web form on pittmeadows.ca.

- (b) Community Events should contribute to the vibrancy and enjoyment of the Pitt Meadows community and contribute to the community in a positive way, including:
 - (i) recreational, cultural, and social opportunities;
 - (ii) preservation and development of our arts, culture and heritage;
 - (iii) community wellness;
 - (iv) public safety;
 - (v) tolerance and intercultural harmony; or
 - (vi) community livability.
- (c) Events listed on the City's Community Calendar and links posted to the City's online tools must adhere to the applicable policies and support Council's Strategic Plan and meet the following criteria:
 - (i) The content enhances the services or information provided by the City;
 - (ii) The link is deemed appropriate by a social media administrator;
 - (iii) The content promotes government (municipal, provincial or federal) agency or service;
 - (iv) The content promotes regional agencies or interests (i.e. TransLink); or
 - (v) The content promotes City partnerships or partner agencies (i.e. Library, Chamber of Commerce).
- (d) The following content will not be posted to the Community Calendar:
 - (i) Any program, service or initiative which is in conflict with programs and services offered by the City; or
 - (ii) Any matter that may confuse the community as to programs and services offered, or values held by the City; or
 - (iii) Commercial or profit-making ventures that are without service value to residents.

11. Maintenance

- (a) The City maintains a Website Team who will post and maintain relevant content on the City's website on a regular basis. Members of the team represent different departments within the organization and will maintain the areas of the site pertaining to their department.



- (b) A Social Media Administrator reviews the City's social networking sites a minimum of once daily (Monday to Friday) to ensure compliance with the Policy guidelines for appropriate content.
- (c) Comments on the City's social networking sites deemed inappropriate under the guidelines of this Policy will be deleted and retained as stated in this Policy.
- (d) Records Management and Retention:
 - (i) Posts/user content considered to be official records will be retained in the City's document management systems in accordance with the City's Records Management Policy, which includes electronic records and information.
- (e) Policy Changes:
 - (i) Changes and updates to this policy may be recommended by the Social Media Administrator or Manager of Communications and approved by the Corporate Leadership Team.

12. Related Policies

- (a) Council Policy C059 – Sponsorship and Advertising on City Owned or City Managed Assets Policy
- (b) Council Policy C063 - Media and Public Relations Communications Policy
- (c) Council Policy C074 – Council Social Media Use