

		POLICY AND PROCEDURE MANUAL	
Category: Human Resources	Number: HUM.11(A)	USE OF SOCIAL MEDIA	
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<input checked="" type="checkbox"/> Policy <input checked="" type="checkbox"/> Procedure	<input type="checkbox"/> Council <input checked="" type="checkbox"/> Administrative	<input type="checkbox"/> Council <input checked="" type="checkbox"/> Chief Administrative Officer <input type="checkbox"/> Department Head	
Office of Primary Responsibility: Human Resources			
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PURPOSE:

This policy ensures online communications and engagement provided by and on behalf of the City of Mission are clear, well-coordinated and responsive to the needs of the Posting material that is not topically related to the content or social media profile community, while being delivered in an accountable manner by employees.

This policy outlines acceptable use of official City social media at the City of Mission and provides guidelines for use of personal social media accounts by City employees.

DEFINITIONS:

“City” means the City of Mission.

“Employee(s)” means persons working for the City in an employment relationship regardless of whether they are employed on a full-time, part-time, seasonal, auxiliary, contract, temporary, or permanent basis, including volunteers and students.

“Inappropriate Use” means one or more of the following:

- i. Posting, publishing, re-publishing or publicly sharing any material or information in violation of local, provincial, or national laws;
- ii. The use of vulgar, profane, or inappropriate language;
- iii. Posting, publishing, re-publishing or publicly sharing threatening, abusive, discriminatory or obscene material;
- iv. Posting, publishing, re-publishing or publicly sharing any material that violates the Canadian Human Rights Act or the British Columbia Human Rights Code;
- v. Posting, publishing, re-publishing or publicly sharing confidential information, or information that would be a breach of the Freedom of Information & Protection of Privacy Act (FOIPPA);
- vi. Duplicating, storing, posting, publishing, re-publishing, or publicly sharing copyrighted material without the express consent of the copyright holder;

- vii. Lobbying for political purposes;
- viii. Duplicating, storing, posting, publishing, re-publishing or publicly sharing pornographic materials;
- ix. Advertising or soliciting on behalf of businesses or political party;
- x. Posting material that is false or misleading;
- xi. Posting material that is not topically related to the content or social media profile.

“Official Social Media Profiles” means presences on Social Media that are sanctioned and operated by the City of Mission.

“Publish” means to post, re-post, publish, re-publish, or publicly share content on social media.

“Social Media” means websites and applications that enable users to create and share content or to participate in social networking.

POLICY STATEMENT:

The City of Mission values the use of social media as an integral tool for communications and engagement, and that social media has been adopted as a ubiquitous form of communication and engagement.

The City of Mission values effective communications and engagement and supports the responsible use of social media under the framework outlined in this policy to enhance municipal operations and governance.

The City of Mission operates official social media profiles and channels and all employees that choose to participate in social media are to adhere to the guidelines in this policy.

POLICY:

1. Official Municipal Social Media Profiles

Oversight

- i) Official profiles are administered through the office of Communications and Public Engagement. Departments are encouraged to send information to the Manager of Communications & Public Engagement for posting on these channels.
- ii) The City's programs and services should be communicated using a single, coordinated voice. Departmental profiles are to be created only under the guidance and approval of the office of Communications and Public Engagement and their use must adhere to this policy.
- iii) The authority and ability to publish to official social media profiles is delegated through the office of Communications and Public Engagement or the Chief Administrative Officer.

Transparency and Standards of Conduct

- i) Official social media profiles or channels shall clearly indicate that they are maintained by the City of Mission and include the City's official logo or special logo as approved by the office of Communications and Public Engagement. Each profile shall include a statement that clearly specifies the purpose of the profile and a disclosure statement including:

- a) The City will endeavour to respond to concerns and questions shared on social media, however accuracy and timeliness may not be guaranteed. Users of social media are encouraged to submit concerns through traditional channels (i.e. letters, emails, phone calls) if they expect a formal response from the City of Mission.
- b) The City of Mission reserves the right to remove the following from its social media channels. This may be done without cause or notice, but will usually be limited to the following:
 - i) Slanderous or defamatory remarks;
 - ii) Obscene language or sexual content;
 - iii) Content that promotes or perpetuates discrimination on the basis of race, colour, age, religion, gender, marital status, origin, physical or mental disability or sexual orientation or any other characteristic prohibited by the Canadian Human Rights Act or the British Columbia Human Rights Code;
 - iv) Promotion of political candidates;
 - v) Promotion of illegal activity;
 - vi) Information that may compromise the safety or security of the public;
 - vii) Material that is in breach of this policy.

If repeated posts of the above nature are made by any individual, we retain the right to ban that person from further activity on our page.

- c) The City of Mission is not responsible for the authenticity or suitability of content posted to its social media by other users.
- d) Images and comments posted by third parties do not necessarily represent the views of the City of Mission.
- e) The City of Mission will adhere to all applicable legislation regarding privacy and freedom of information. Individuals should be aware that personal and other information contained in electronic correspondence which are directed to the City of Mission are subject to the Freedom of Information & Protection of Privacy Act and may be deemed releasable under this legislation. Anonymity or confidentiality of the sender and any information contained within the communication cannot be presumed.
- f) The City of Mission will not be responsible for any losses or damages suffered as a result of using third party social media sites. Users of social media participate at their own risk, and accept that they have no right of action against the City of Mission related to such use.
- g) A link between the City of Mission's social media sites does not imply an endorsement or sponsorship by the City of Mission.
- h) Social media sites do not conform with the Provincial Freedom of Information and Protection of Privacy Act, and as the City can not guarantee the protection of personal information shared across social media these channels are not to be used for official communications with the City of Mission where any personal information is shared.
- ii) Wherever possible, content posted to City social media channels will also be available on the City's main website.
- iii) Wherever possible, content posted to City's social media channels 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 of Mission.

2. Crisis Communications and Issues Management

In a crisis, coordinated use of social media is critical to maintain confidence within the community.

- i. During a crisis or emergency, Official Social Media is to be managed by the office of Communications and Public Engagement.
- ii. Employees other than those specifically designated by the Chief Administrative Officer or the Manager of Communications and Public Engagement will not publish content related to the crisis or comment on content related to the crisis on social media.
- iii. If the Emergency Operations Centre (EOC) is activated all content published to social media must be approved by the Chief Administrative Officer, the Manager of Communications and Public Engagement or designate serving as the Public Information Officer for the Emergency Planning Committee or the Director of the EOC.
- iv. The Public Information Officer or Manager of Communications and Public Engagement may use all official departmental social media profiles to publish and share material or respond to inquiries during times of crisis or emergencies.

3. Personal Use of Social Media

- i. The City of Mission recognizes the right of employees to participate in social media.
- ii. Employees are expected to conduct themselves professionally both on and off duty. Where a staff member publicly associates with the City of Mission, or there is a reasonable chance they will be identified as such, all materials associated with their profile may reflect on the City and may be subject to the Policy.
- iii. Personal use of social media during regular working hours is to be limited to official breaks unless that use is authorized in support of City operations or initiatives.
- iv. The following standards apply to the personal use of social media by City employees:
 - a. City employees are expected to use caution when engaging on social media to ensure that they are not perceived to be using or referencing information obtained during the course of employment with the City or which calls their impartiality into question, and must adhere to HUM-02 Standards of Conduct for Employees.
 - b. The City of Mission does not authorize the personal use of the City's logo or trademarks by employees unless specifically authorized.
 - c. Employees other than the Manager of Communications & Public Engagement are to seek approval for any content they wish to publish as official City content on social media.
 - d. If an employee chooses to self-identify as an employee of the City of Mission that person must ensure that they clarify all opinions and content published are their own and do not reflect those of the City.
 - e. Employees must not use their position with the City to lend weight to the public expression of their personal opinions.

- f. Employees using social media will not engage in any inappropriate use as defined in this policy and are personally liable for their actions on their personal social media and its impacts on the City.
- g. Employees must not publish material that may damage the reputation of the City or negatively impact the City of Mission, its officers, officials, or employees. Employees should be aware that publishing content counter to the City's interests may violate municipal policies or laws.
- h. The City of Mission does not condone any content published to social media by employees that undermines the employment relationship.
- v. The use of social media should not have a negative impact on productivity or efficiency.
- vi. Internet activity at the City of Mission is monitored and excessive use of social media for personal reasons is a misappropriation of City resources and employed time and may be subject to disciplinary action.
- vii. City of Mission staff are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization.

SCOPE

This policy applies to all Employees of the City of Mission.

Managers are responsible for ensuring awareness and for the administration of this policy.

The City of Mission will monitor for compliance and will address concerns that come to its attention. Action can include investigation and, if appropriate, disciplinary action up to and including termination of employment.

RELATED POLICIES, PROCEDURES, AGREEMENTS AND/OR BYLAWS:

HUM.03(C) Respectful Workplace
HUM.02(A) Standards of Conduct for Employees
HUM.04 Computer and Technology Acceptable Use
HUM.05 Progressive Discipline
HUM.06(A) Acceptable Use of Mobile Devices
ADM.09(C) Corporate Communications
ADM.09(PC) Corporate Communication Procedures

***** END OF POLICY *****

RECORD OF AMENDMENTS/REVIEW

<u>Policy #</u>	<u>Date Adopted</u>	<u>Date Reviewed</u>	<u>Amended (Y/N)</u>	<u>Date Reissued</u>	<u>Authority (Resolution #)</u>

HUM.11(A)	October 11, 2018	May 21, 2024	Y		