



Purpose

The Municipality recognizes social media as an official communications channel used to support public information, service delivery, and engagement in alignment with Council-approved direction and corporate priorities. This policy establishes the governance framework for the responsible, consistent, and compliant use of social media across the Municipality.

Scope

This policy applies to all official municipal social media accounts and to employees and authorized representatives who create, publish, or manage content on behalf of the Municipality through official municipal channels.

Roles and Responsibilities

The Communications function is responsible for the overall governance, administration, and oversight of municipal social media channels.

Departments are responsible for providing accurate, timely content and subject matter expertise.

Authorized Accounts

Official municipal social media accounts may only be created or operated with authorization from the Communications function.

The following services operate independently and are exempt from centralized account approval:

- Fire Services
- Police Services
- Municipal Museum
- Summer Market

These services are responsible for their own account governance; however, they are encouraged to follow applicable municipal communications standards and may access guidance from Communications.

Account Management

All official municipal social media accounts must be approved through the Communications function.



Fire Services, Police Services, the Museum, and the Summer Market manage their own social media accounts independently. Guidance and support are available through the Communications function.

Content and Engagement

Social media content will support municipal programs, services, public information, and approved initiatives.

The Municipality reserves the right to moderate public comments in accordance with established procedures and applicable legislation.

Municipal social media channels are not monitored on a continuous (24/7) basis. Monitoring schedules shall be established operationally based on service needs.

Comment Moderation

The Municipality may remove or restrict content that:

- Contains personal information as defined under MFIPPA;
- Is defamatory, harassing, hateful, or discriminatory;
- Contains threats, incites violence, or promotes unlawful activity;
- Is obscene, sexually explicit, or otherwise inappropriate for a public forum;
- Constitutes spam, advertising, or commercial solicitation;
- Misrepresents identity or impersonates another person or organization;
- Is materially unrelated to the subject matter of the original post;
- Poses a risk to public safety or the integrity of municipal operations.
- The Municipality reserves the right to limit or disable comments on posts where appropriate, including but not limited to situations involving public safety, active incidents, legal considerations, high volumes of misinformation, or where the purpose of the post is strictly informational.

User content posted to municipal social media channels may constitute a public record and is subject to applicable records retention and disclosure requirements.



Emergency Communications

In situations involving emergencies, critical incidents, or public safety risks, municipal communications shall be coordinated in accordance with the Municipal Emergency Response Plan and associated protocols.

Related Documents

This policy should be read in conjunction with the Communications Policy.

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