

CORPORATE POLICY



Policy Title: **Social Media Policy**
Policy Category: **Administration Policy**
Policy No.: A-002
Department: CAO's Office
Approval Date: December 12, 2011
Revision Date:
Author: Gary Williams
Attachments:
Related Documents/Legislation: CAO-CC2011-001
Key Word(s): Social Media Policy and Guidelines

POLICY STATEMENT:

The City of Waterloo promotes the use of social media channels as a tool for fast, two-way communications about city programs, services and news affecting our community

PURPOSE:

The City of Waterloo's Social Media Policy and usage guidelines outline for employees and elected officials the corporate standards for communicating and engaging the public using social media tools.

The policy also serves to:

- Protect the city's reputation;
- Provide employees and members of Council with clear usage guidelines;
- Outline the official social media tools that the city has adopted for use;
- Provide protocol around monitoring, administration, acceptable use and privacy.

DEFINITIONS:

Social Media: web-based sites that include blogging, micro blogging (Twitter), photo sharing (Flickr), video sharing (YouTube), webcasting and networking (LinkedIn, Facebook, wikis, discussion boards) and allow users to interact with each other by sharing information, opinions, knowledge and interests.

Mandatory Policy, *Municipal Act*: No

Policy Administration Team, Review Date: December 7, 2011

Corporate Management Team, Review Date: November 30, 2011

SCOPE:

This policy applies to all City of Waterloo employees, including permanent, part-time, temporary, casual, contract, students, elected officials, interns and volunteers, who use social media networks and/or websites (including personal sites) that discuss, share or comment on city business.

POLICY COMMUNICATION:

This policy will be communicated through CityUpdate (bi-weekly email to staff), CityCentral (intranet) and social media training that is open to all staff.

POLICY:***General Operating Details***

Employees must have approval from the Corporate Communications division before establishing a new social media site on behalf of the city.

Employees and city volunteers who post information to social media sites must ensure that all content is in keeping with the city's values and Code of Conduct policy.

Employees who post must also ensure they are adhering to the Social Media Usage Guidelines (Appendix A).

Employees posting confidential information and/or comments that do not follow the city's usage guidelines will be subject to discipline.

The participation in social media by employees acting on behalf of the City of Waterloo should be viewed in the same manner as participating in other public forums such as public meetings or meetings of Council as well as website content.

City of Waterloo employees and city volunteers are expected to support the policies, programs and decisions of the City of Waterloo and not publically criticize the City or our partners.

Information and postings about the City of Waterloo on personal social media sites and other websites must comply with this policy and guidelines.

Protocols

The Corporate Communications division will moderate all corporate social media sites to ensure that content and postings comply with usage guidelines and policies.

Content that is deemed inappropriate and not in compliance with usage guidelines and our policy will be removed.

Inappropriate content will be brought to the attention of the Director of Corporate Communications to determine the appropriate course of action.

Refer to the Social Media Usage Guidelines for more details on protocol when using social media.

Employee Expectations

Employees who post, discuss, share or comment on city business via corporate or personal social media sites, networks or websites should reflect the city's values of Service Excellence, Personal Leadership, Effective Communications and Healthy Workplace. Always express ideas and opinions in a respectful manner, and follow these guidelines:

- Make sure your communications are in good taste
- Be careful about linking to other websites. Despite our disclaimers, redirecting to another site may be interpreted as an endorsement of its content.
- Do not insult others
- Be responsible in the way that you represent yourself and the City

Site Moderator

The site moderator is responsible for:

- Correcting misinformation and ensuring content is up-to-date;
- Ensuring responses to wall posts and in-box messages and discussion comments are made within the week they are posted;
- Denying access to users who post inappropriate or offensive comments;
- Removing any post that is considered to be inappropriate;
- Responding to any concerns or questions.