



Meeting Date: September 8, 2021

Submitted by: Heather Kepran, Communications Specialist

Report No: CPS-43-2021

Subject: Social Media Policy

Recommendation:

THAT Report CPS-43-2021, re: Social Media Policy be received;

AND THAT the Social Media Policy attached to report CPS-43-2021 be approved.

Purpose:

The purpose of this report is to provide Council with an updated Social Media Policy that will provide direction to staff administering corporate social media channels and that will provide guidelines for Council and staff's engagement on social media as it relates to their position with the Municipality of Middlesex Centre.

Background:

Middlesex Centre's use of social media offers an effective method for sharing information about municipality, providing instant updates to residents, businesses and various stakeholders.

As our engagement through social media continues to grow, so to does the need to maintain a positive online reputation that reflects the values of the corporation.

Maintaining our online reputation takes two forms:

- 1) We need to effectively administer corporate social media accounts.
- 2) We need to ensure Council and staff are aware how their personal use of social media relates to their position in the organization.

The attached policy is an update of the 2016 Social Media Policy. This update provides direction for those managing and administering corporate social media accounts and more clearly outlines expectations for Council and staff as it relates to their personal use of social media. Questions of acceptable use and privacy are addressed.

Analysis:

Social media is an integral part of the municipality's approach to communicating with residents, businesses and other stakeholders. As such, we need to take the same care to maintain our reputation online as we would with other forms of communication.

Through this policy, we outline principles to managing content – to be truthful, timely, and factual, among others. While we may not always be popular with everyone on social media, we do want to be seen as professional and a source of accurate information.

What members of Council and staff say and do on social media can affect Middlesex Centre's reputation through their affiliation with the corporation. It also can affect their working relationship with their colleagues. This policy provides guidelines for Council and staff to follow with respect to their actions on social media with respect to their work at Middlesex Centre.

Financial Implications:

None. Costs associated with the website and social media outreach are included in the annual budget process.

Strategic Plan:

Communications is an element throughout the Strategic Plan, linking to many of the objectives. In particular, this policy aligns with following strategic priorities:

- Engaged Community
- Vibrant Local Economy
- Responsive Municipal Government

Social media is a method for the municipality to share information with residents, and to promote the municipality and local businesses, events and attractions. The municipality's use of social media enhances customer service and fosters a culture of innovation, continuous improvement and cost-effective service delivery.

Attachments:

A1 Social Media Policy