

**TOWN OF BANCROFT**  
**SOCIAL MEDIA POLICY NO. HR-008 FOR ACCOUNTS OF EMPLOYEES, ELECTED**  
**OFFICIALS, BOARD MEMBERS, AND VOLUNTEERS**

**Purpose**

The Town of Bancroft recognizes that there is both value and public interest in participating in social media, and that it should support staff and other Town representatives by stating clear expectations about its use, corporate standards and guiding principles.

Employees and Town representatives have a responsibility to recognize that their personal use of social media has the potential to affect the Town of Bancroft, that posts on social media are subject to laws governing publications, and that care should be taken to ensure that social media use does not cause harm to the Town of Bancroft or its employees.

This policy will serve to:

- Provide employees and Town representatives with an understanding of the policies and procedures surrounding acceptable personal use of social media as it relates to the Town of Bancroft.
- Protect the Town of Bancroft reputation and ensure consistency and professionalism in how the corporation and its employees communicate about the Town of Bancroft via all online forums and social media platforms.

**Scope**

This policy applies to all Town of Bancroft staff and Town representatives.

**Definitions**

**Social Media:** web-based applications that allow users to interact, share and publish content such as text, links, photos, audio and video. Social media platforms include, but are not limited to: Facebook, LinkedIn (social networking), Twitter (micro-blogging), YouTube (video sharing), Flickr (photo sharing), wikis and blogs.

**Designated Social Media Moderator:** a Town of Bancroft employee who is designated by the CAO and is responsible for creating and approving content, posting to and monitoring a social media account on behalf of the Town of Bancroft, or one of its departments, programs or services.

**Corporate Use:** refers to management approved activity on any social media platform or account that is operated and maintained by the Town of Bancroft.

**Personal Use:** refers to the use of an individual employee's use of personal social media accounts on any social media platform at any time.

## **Personal Use of Social Media by Town of Bancroft Employees**

### ***Access***

- Town of Bancroft staff will not post to their own personal social media/networking accounts during working hours unless they are on a designated break or on lunch.

### ***Acceptable Use***

*In your role as an employee and Town representative of the Town of Bancroft:*

- Employees who are not Designated Social Media Moderators will not generate or respond to content on social media that relates to Municipal business, programs or services.
- Corporate responses to online discussions and inquiries will only be made by a Designated Social Media Moderator through official Town of Bancroft communications channels.
- Staff-to-staff or- and Town representative conversations relating to Town of Bancroft business will occur in person, or via phone or email systems owned by the Town of Bancroft. They will not occur via social media or any other online forum.
- Staff and Town representatives will not use the Town of Bancroft logo, the Town of Bancroft crest or any other corporate images on their own personal social media accounts.
- Staff and Town representatives will not link or post a Town of Bancroft email address to a personal social media account.

### ***Using your personal account:***

Town of Bancroft employees and representatives who engage in personal use of social media cannot control the fact that they may be perceived to be representing the Town of Bancroft. Employees and Town representatives are advised to conduct themselves in a professional manner that:

- Reflects well on the Town of Bancroft;
- Respects that under Canadian Law, employees have a duty to uphold loyalty, fidelity and confidentiality toward their employer;
- Is in accordance with all existing Town of Bancroft policies, procedures and guidelines, including refraining from harassment, violence and violations of confidentiality;
- Ensures all information provided pertaining to the Town of Bancroft is accurate and maintains the integrity of the organization;
- Protects all copyrighted, confidential, sensitive and/or private information, including customer personal information, financial information, staff personal information and vendor information;
- Discloses that they are an employee or representative of the Town of Bancroft; and,
- Makes clear that all views are their own, and do not reflect the views of the Town of Bancroft, particularly when discussing any product, cause, political party or political candidate.

Town of Bancroft employees and representatives who fail to comply with this policy will be subject to discipline, up to and including termination of employment.

Employees and Town representatives will also be subject to civil or criminal penalties depending on the violation of this policy, if applicable.