



---

## Policy Statement

The Corporation of the Town of Bancroft (the Town) supports the use of online communications to promote open, inclusive communications in accordance with the Town's other related policies and procedures.

The Town's website is the Town's primary source of information exchange with the community and is the Town's official internet presence. The Town also supports the use of online social media to further the communications goals of the town and its departments. Please refer to the Town of Bancroft Social Media Guidelines for more information about social media practices.

---

## Purpose

The purpose of this policy is to set out guidelines and standards for the Town's online communications such as websites, web-based applications, and social media so residents can be assured they are receiving official information from the Town.

---

## Online Communication Policies

1. All online content on the Town's website and social media sites should:

- Be accurate, up-to-date, and easy-to-find
- Be written in plain language
- Meet the requirements of the Accessible Information and Communication Standards (Accessibility for Ontarians with Disabilities Act, 2005)
- Enhance the reputation of the town

2. The Town's website procedures must clearly set out the Town's:
  - Privacy policy
  - Disclaimer
  - Legal Information
  - Compliance with accessibility standards
3. In addition to information and services about the Town and its departments, the Town's website and social media sites may also contain content or external links of importance to the local community including information about other levels of government, local events and local community organizations.
4. The Town does not publish any ads submitted by an organization, business or individual on its website.
5. The Town will not publish any material used to promote individual political opinions or campaigns.
6. The Town may provide Members of Council with an individual template landing page on its official website. Members of Council may link to external personal websites or include their personal social media feeds on their Town webpage. These linkages to external personal sites will be removed the date nomination papers are filed during a municipal election year.

---

## Scope

This policy applies to the Town's official website as well as to any other approved town website or web property. This policy applies to all Members of Council and Town staff participating in any online site or community that discusses the business of the Town of Bancroft.

## Definitions

**Online Communications** – the exchange of information through the use of the internet for any purpose (information sharing, marketing, public engagement, etc.).

**Social Media** – online communities that facilitate two-way sharing of information. Popular examples include Twitter, Facebook, and LinkedIn

**Official Record** – has the meaning given to it by the Municipal Freedom of Information and Protection of Privacy Act, and includes any record of information, however recorded including letters, policies, and emails.

**Transitory Record** – means a record that has temporary usefulness and is only required for the completion of a routine action, or until superseded.

**Personal information** – means recorded information about an identifiable person as defined by the Municipal Freedom of Information and Protection of Privacy Act.

**Notice of Collection** – sets out the legal authority and purpose for the collection of personal information.