

The Village of Viscount

Policy Title Social Media Policy		Adopted By Council	Policy Number 013	
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Social Media Policy for: Village of Viscount

Background

This policy refers to the Village of Viscount online media tools used to produce post and interact using text, images, video, and audio to share with their audience. For the purposes of this policy, social media refers to all public-facing sites.

Purpose

The purpose of this policy is to set out direction for The Village of Viscount to participate in social media. The scope of this policy includes all employees who participate in social media activities. Employees engaged in social media on behalf of the Village of Viscount are expected to conduct themselves in a consistently professional manner so as to protect, promote and augment the good reputation of themselves and the Village of Viscount. Currently, approved social media tools include Facebook, Twitter and YouTube.

The policy is designed to encourage appropriate and effective use of all platforms and provide guidelines for staff to exercise personal responsibility online. It is also designed to empower the Village of Viscount's social media implementers to make good decisions that reflect positively on the village. This social media policy is not meant to be an exhaustive list of what you can or cannot do.

Use of Social Media

The Village of Viscount supports the use of social media for educational and communication purposes. Ultimately the administrator is responsible for all content promoted through social media. The administrator should understand the implications and risk associated with using these platforms.

The Village of Viscount will post, monitor, respond, contribute to or seek to influence social media conversations, in an acceptable manner.

5 Considerations:

1. Exercise Good Judgment

Social media is intended to be a platform where your audiences feel comfortable sharing, and connecting. Take responsibility for what you write while exercising good judgment and common sense. Adhere to the Village of Viscount's values and think twice before hitting 'send' and consider how the comment will reflect on the organization.

Spirited debates and conversations are acceptable as long as you are respecting others opinions and keeping the Village of Viscount's goals for communication in mind. Be the first to correct your own mistakes.

2. Consider Your Audience

The Village of Viscount's audience for social media is primarily the residents of the Village of Viscount and surrounding area.

Make it part of your strategy not to alienate any resident past or present as well as any other person using social media.

3. Respect Copyrights

Always ensure that people are given proper credit for their work. Make sure you have the right to use something before you publish it. This includes images, quotes, text etc. If you are using an image of an individual ensure they are aware of this.

4. Protect Confidential & Proprietary Information

Personal information collected from a social media site must be managed and protected. Personal information includes name, email, address, username (if it has the individual's name in it) etc. Always discuss the disclosure of the Village of Viscount's financial or proprietary information with the administrator before publishing.

5. Add Value

Social media pays off when you add value for your audience. Having a reason to communicate is important. Ensure the information you provide is worthwhile information and adds perspective.

Tips for Social Media:

- An active voice is better than a passive voice.
- Make it a goal to respond to all communications in a timely manner.
- If you feel something is spam or inappropriate for the audience, you have the right to remove it.
- Remember that what is published online remains there forever.
- You don't need to respond to every criticism. Pick your battles and be considerate!