

THE CORPORATION OF THE
CITY OF WHITE ROCK
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE: MANAGING THE CITY OF WHITE ROCK'S
SOCIAL MEDIA PRESENCE**

POLICY NUMBER: COUNCIL - 136

<i>Date of Council Adoption:</i> April 16, 2012	<i>Date of Last Amendment:</i> July 27, 2015
<i>Council Resolution Number:</i> 2012-105, 2013 -082, 2015-285	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> July 13, 2015

Policy:

1. The City of White Rock social media pages shall be administered and approved by the Communications Officer or other designee approved by the Communications Officer.
2. All City of White Rock social media pages shall comply with all applicable provincial, federal and local laws, regulations and policies including but not limited to the following City of White Rock Policies:
 - a. Employee Code of Conduct, Policy 404
 - b. Correspondence Received by the City, Policy 107
 - c. Invitations to Mayor and Council, Policy 122
 - d. Corporate Vision, Mission and Values, Policy 101
3. Designated City of White Rock employees representing the city government via social media outlets must conduct themselves at all times as a representative of the City and in accordance with all Human Resources policies.
4. Social media usage must be in compliance with the BC Human Rights Code, BC Criminal Code, BC Freedom of Information and Protection of Privacy legislation, copyright and patent laws.
5. All City of White Rock social media pages shall clearly indicate they are maintained by the City of White Rock and shall have City of White Rock contact information prominently displayed. The City will also post a disclaimer informing users that they are providing personal information to the site and the City and that the City does not have ownership or control of the information because this information resides with the social media service.

6. The City of White Rock’s web site (www.whiterockcity.ca) will remain the City’s primary and predominant internet presence. Whenever possible, content posted to City of White Rock social media pages will contain links directing users back to the City’s official web site for in-depth information, forms, documents or online services.
7. All information placed on social media pages is considered public information similar to information published on City pages.
8. Comments made by the public on City of White Rock social media pages are reviewed and, while comments will not be edited by designated City of White Rock employees, a comment may be deleted if it violates the comment policy described here:
 - a. Comments should be related to the posted topic for the City’s social media page or post. City of White Rock social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website or for service complaints.
 - b. The City of White Rock’s social media accounts are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business.
 - c. The use of profane language or content is prohibited.
 - d. The use of content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation is prohibited.
 - e. Sexual content or links to sexual content is prohibited.
 - f. Conduct or encouragement of illegal activity is prohibited.
 - g. Information that may lead to compromise the safety or security of the public or public systems is prohibited.
 - h. Content that violates a legal ownership interest of any other party is prohibited.
9. The comment section of the policy is subject to amendment or modification at any time.

Rationale:

The City of White Rock encourages the use of social media to further enhance communications with citizens, local businesses and various stakeholder organizations in support of the City’s goals and objectives. This policy provides a framework for public communication on behalf of the City of White Rock using social media tools. This policy is intended to ensure effective online communication while adhering to legal requirements.

Attachment A: Definitions

Social Media: Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, blogs, MySpace, RSS, You Tube, Second Life, Twitter, LinkedIn, Flickr, etc.

Blog: (an abridgement of the term web log) is a web site with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Author: A designated City of White Rock employee that creates and is responsible for posted articles and information on social media sites.

Article: An original posting of content to a social media site by a designated City of White Rock employee.

Commenter: A City of White Rock official or member of the public who submits a comment for posting in response to the content of a particular City of White Rock article or social media commenter.

City of White Rock Moderator: A designated City of White Rock employee, who reviews, authorizes and allows content submitted by City of White Rock authors and public commentators to be posted to a City of White Rock social media site.