



Rural Municipality of GRAHAMDALE

www.Grahamdale.ca

23 Government Road, P. O. Box 160, Moosehorn, Manitoba, R0C 2E0

Title: Social Media Use Policy

POLICY NO. 27/2022

RESOLUTION NO. 2022-025

YEAR: 2022

Intent:

The R.M. of Grahamdale strives to maintain its positive image in the community, and has adopted this policy to ensure that our employees are aware of their responsibility to present a positive image as a representative of the municipality. Municipal employees that have personal social media pages (eg. Facebook, LinkedIn, Blogs, Twitter, Instagram, etc.) are expected to comply with the guidelines set out within this policy.

Scope:

This Social Media Policy applies to all Municipal employees, at all times, without exception.

Definitions:

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). These include but are not limited to Facebook, LinkedIn, Blogs, Twitter, Instagram.

General Guidelines for All Employees:

Municipal employees that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with the municipality. Employees will be held accountable for what they write or post on social media or internet

pages. Inflammatory comments, unprofessional or disparaging remarks made about the Municipality, its employees, ratepayers or vendors may result in disciplinary action, up to and including termination.

Employees should follow the guidelines below if making posts or comments on any social media site whether it is public or private:

1. Employees are expected to conduct themselves professionally both on and off duty. Where an employee public associates with the Municipality, all materials associated with their social media site may reflect on the Municipality. Inappropriate comments, photographs, links, etc. should be avoided.
2. Posts involving the following will not be tolerated and will subject the individual to discipline:
 - a. Proprietary and confidential Municipal information;
 - b. Discriminatory statements regarding co-workers, management, ratepayers or vendors;
 - c. Defamatory statements regarding the Municipality, its employees, ratepayers or vendors.
3. Where an employee mentions the Municipality; they are required to include a disclaimer stating that any opinions expressed are the employee's own and do not represent the Municipality's positions, strategies, or opinions. Employees may still be held accountable for what they post online, even when using a disclaimer such as "My views are my own" or equivalent;
4. Employees should refrain from posting comments that give the false impression that they have the authority to speak on behalf of the Municipality;
5. Employees that use social media are prohibited from disseminating any private Municipal information therein, or any negative comments regarding the Municipality;
6. Municipal employees are prohibited from speaking on behalf of the Municipality, releasing confidential information, releasing news, or communicating as a representative of the Municipality without prior authorization to act as a designated Municipal representative;

7. Use of personal social media may not conflict with the R.M. of Grahamdale's Policy Manual, including Municipal Employees Code of Conduct Policy No. 11/2010;
8. Employees are to refrain from using social media during regular working hours and employees should limit its use to official breaks (ie. Coffee break or lunch break). The use of social media should not have a negative impact on the user's productivity, efficiency, or safety. Use of social media for personal reasons during working hours is a misappropriation of Municipal time and resources, and may be subject to disciplinary action;
9. The Municipality strictly prohibits the use of Municipal owned computer resources for use in the illegal download of upload or copywrite materials without express written permission, and authorization from the copywrite holder;
10. Express permission from employees must be obtained before their photos or recordings are taken and they must be advised if its specified purpose (e.g. employee newsletter, internal videos and service anniversary recognition). Employees are prohibited from sharing images of Municipal employees, worksites, equipment, or facilities on social media, unless authorized by the Municipality, and with express permission from any employees captured by the image(s).

This policy is not intended to interfere with the private lives of our employees, or impinge on their right to freedom of speech. This policy is designed to ensure that the Municipality's image and branding are maintained, and remain impugned.

Employees should abide by these guidelines whether they mention the Municipality by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to the Municipality which can negatively affect the Municipality's reputation. Where a link can be made between a negative or inflammatory post and the Municipality, even if not named directly, the employee may be subject to disciplinary action.

Ratepayer Use:

Employees should also be aware that many ratepayers and persons present on Municipal property frequently use mobile phones and other devices to take photographs or recordings. Employees should always represent the Municipality in a positive and professional manner.

Employees who are photographed or recorded using inappropriately or unprofessionally may be subject to disciplinary action, up to and including termination of employment.

Employee Name (Please Print):

Employee Signature:

Date:
