

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> January 13, 2020
<i>Council Resolution Number:</i> 2012-105, 2013-082, 2015-285, 2020-018	
<i>Originating Department:</i> Administration	<i>Date last reviewed by the Governance and Legislation Committee:</i> December 16, 2019

Policy:

1. The City of White Rock social media pages will be administered and approved by the Manager of Communications and Government Relations or designate approved by the Manager of Communications and Government Relations.
2. The City of White Rock social media pages will 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. Respectful Workplace, Policy 405
 - b. Employee Code of Conduct, Policy 404
 - c. Correspondence Received by the City, Policy 107
 - d. Invitations to Mayor and Council, Policy 122
 - e. Corporate Vision, Mission and Values, Policy 101
3. Designated City of White Rock employees representing the city government on social media outlets must conduct themselves at all times as a representatives of the City and in accordance with the Employee Code of Conduct, Policy 404.
4. The personal information posted on any of the social media and digital platforms used by the City of White Rock may be collected by the City of White Rock under Section 26(c) of the British Columbia Freedom of Information and Protection of Privacy Act for the purposes of engaging and consulting with the public. Please note that the information collected may be stored and/or accessed outside of Canada on servers not belonging to the City but belonging to host sites. Members of the public can protect their privacy and the privacy of others by not including personal information such as phone numbers, email addresses, personal photos and information about others in the body of their online comments.

5. All City of White Rock social media pages will clearly indicate that they are maintained by the City of White Rock and will prominently display City of White Rock contact information.

The pages will also indicate to users that they are participating on City of White Rock-related social media networks and are subject to the Terms of Use of the host sites. (Examples of host sites are Facebook, Twitter and Instagram.) Information shared with, or posted on, official City of White Rock online engagement platforms is also subject to the Terms of Use of the host site and may be used by the owners of the host sites for their own purposes. Users should consult terms of use on the host website. The City of White Rock social media moderators must also follow the rules listed in the terms of use of host sites.

6. The City of White Rock’s website (www.whiterockcity.ca) will remain the City’s leading internet presence. When possible, content posted to City of White Rock social media pages will contain links directing users back to the City’s official website for more information, forms, documents and online services.
7. All information posted on social media pages is considered public information similar to that published on the City of White Rock’s web pages and must follow the host site’s Terms of Use. Examples of host sites are Facebook, Twitter and Instagram.
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 of White Rock’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. Repetitive posts copied and pasted or duplicated by single or multiple users will be deleted.
 - d. The City will delete posts, comments or messages that are hateful, offensive or discriminatory, that use profane language or content, that contain personal attacks, that encourage or incite hatred or violence or that reasonably compromise safety.
 - e. The use of profane language or content is prohibited. Filters will be applied on social media sites, where available.
 - f. 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.
 - g. Sexual content or links to sexual content is prohibited.

- h. Conduct or encouragement of illegal activity is prohibited.
 - i. Information that may lead to compromise the safety or security of the public or public systems is prohibited.
 - j. 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, You Tube, Instagram, Twitter, LinkedIn, Flickr.

Blog: (an abridgement of the term web log) is a website 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.