

SOCIAL MEDIA POLICY

CITY OF POINTE-CLAIRE

June 2020



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BACKGROUND

The City of Pointe-Claire Social Media Policy provides a framework for the City's social media practices, interactions with the community and sharing of information, and aims to ensure that these occur in a courteous and respectful manner.

The City has an account on the following social media:



Facebook



LinkedIn



Vimeo



Instagram



Twitter

Target audience

Anyone interested in City of Pointe-Claire activities, whether they are residents, businesspeople, organizations, journalists, etc.

Objectives of social media use

Social media is primarily used to:

- promote the city and its events, facilities and services;
- create an interactive community and facilitate communication;
- foster a sense of belonging;
- share information; and
- recruit staff.



ROLES AND RESPONSIBILITIES

Communications team

The City's social media accounts are managed by the Communications Department and individuals that it designates. Any social media posts under the City's name are produced by authorized individuals.

City Manager's Office

The City Manager's Office analyzes all requests regarding the creation of a new account. It is solely responsible for authorizing them, on the recommendation of the Communications Department, for all the City's departments, committees and teams or recognized organizations.

Elected officials

Elected officials who have one or more social media accounts can interact and express their political opinions on their personal accounts. Elected officials can comment and interact on the City's social media profiles.

Employees

The City encourages its employees as well as any other person interested in municipal activities and services to participate in, share and spread the City's official messages. Posts must comply with the Code of Ethics and Good Conduct and the Computer Security Policy. Only those authorized can use social media during working hours and only for professional purposes.

City employees who have one or more social media accounts can mention that they work for the City in the section provided for this purpose.

When posting on their personal social media profiles, City employees must demonstrate loyalty, professionalism and good judgment in their comments regarding their duties, colleagues and employer. Regardless of their professional affiliation, their messages, opinions and positions are strictly personal. Even when comments are deleted, they remain on the Web.

Each employee has a duty to respect the confidentiality of the information held by the City. Employees must not disclose private information or confidential or strategic data held by or about the City, its staff, its population, its partners and suppliers, or users of its social networks. The City may require comments or other information posted on social media by its employees to be modified or removed.

If the City has reasonable grounds to believe that an employee is not complying with this policy, it reserves the right to carry out surveillance and spot checks. Disciplinary measures will be taken based on the nature and severity of the situation. These can range from a warning to a dismissal for serious or repeated misconduct.

CONTENT

The City uses social media to convey information to residents regarding the City's administration, services and mission. Only information from the City will be shared. Note that social media is used as a complement to the City's other information tools.

Events and activities

The City uses its various social media platforms to promote its programs. Only events and activities run by the City or paramunicipal organizations are shared.

Press releases, news articles and other official communications

Press releases, news articles and other announcements published by the City can be posted on social media. To consult all of its publications, it is recommended to visit the City's website.

Calls for tenders, public notices, by-laws and job offers

The City's calls for tenders, public notices, by-laws and job offers can be posted on social media. In case of any discrepancies between the versions available online and the official documents, the latter will prevail.

Advertising and promotion

Only advertising and promotion of the City's activities can be posted on its social media platforms.

Media requests

Journalists who have a question for the City must contact the persons in charge of media relations either by e-mail at communications@pointe-claire.ca or by phone at 514-630-1200.

Political content

The City cannot side with or defend elected officials or candidates during an election, or issue any comments or opinions in this regard. It reserves the right to remove any content related to electoral activities or partisan politics on its social media.

Hyperlinks

Internet users are authorized to include hyperlinks in their comments posted on the City's social media as long as the content of these links relates to the subjects in question. The City also posts hyperlinks that it deems relevant to its followers in connection with its mission, but is not responsible for the external content and security of these hyperlinks.



City of Pointe-Claire logo

The City of Pointe-Claire logo appears on the City's various social media platforms. The use of the City's logo is prohibited without the prior written consent of the Communications Department, regardless of how it is used.

Official languages

In accordance with the City's bilingual status, messages will be written and shared in both official languages. Comments by Internet users may be written in either official language and will be answered by the City in the same language.

Privacy

In its posts on social media, the City of Pointe-Claire is bound by the Act respecting Access to documents held by public bodies and the Protection of personal information, which guarantees the protection of personal information.

Use of images, videos or any other content protected by copyright

When the City posts images, videos or any other work on social media, it ensures that it has all the rights to use them.

Emergency

In the event of an emergency, the City may opt to use its social platforms to inform residents, given their instantaneous nature and the exponential speed at which information can be shared.

The public must contact the Inspection – Public Security Department at **514-630-1234** for municipal emergencies and **9-1-1** for any other emergency.



COMMENT MANAGEMENT

The City of Pointe-Claire encourages citizen participation on its social media platforms, in accordance with its netiquette.

Netiquette

Netiquette refers to the conventions of civility governing the behaviour of Internet users. The City of Pointe-Claire netiquette, appended to this document, provides all of the guidelines and codes of conduct to be following during communications.

Questions and comments

Only questions and comments that follow the City's netiquette will be considered for response. Public or personal responses will be given, depending on their nature.

Response time

Social media is managed during office hours. Comments and questions sent after office hours or on weekends or holidays will be handled as soon as possible on the following business days.

Content moderation

The City reserves the right to remove any comment it deems inappropriate or ban a subscriber in the event of non-compliance with this policy or its netiquette.

Complaints and requests

Residents who would like to submit a complaint or request must do so through the City's website, the Voilà! Signalement mobile app, or by calling the City at 514-630-1200.

Subscriptions

The fact that the City of Pointe-Claire follows a third-party account does not mean that it agrees with its statements or activities. The City may subscribe to accounts or follow events that it considers relevant or related to its mandate.

SERVICE INTERRUPTION

In the event of a service interruption, the City of Pointe-Claire cannot guarantee that it will receive questions and comments, or that it will be able to respond to them.

UPDATES

The City of Pointe-Claire reserves the right to modify this policy without prior notice. For any questions regarding this policy, contact the Communications Department at communications@pointe-claire.ca or 514- 630-1200.

Adopted on June 2



APPENDIX – NETIQUETTE

Welcome to the official page of the City of Pointe-Claire.

This page is a forum for dialogue and information sharing. We encourage you to participate in the various discussions.

Rules for use

To ensure a courteous environment, certain rules of conduct are essential:

- Use respectful language and tone in comments and questions.
- Do not make any offensive, defamatory, malicious, threatening, aggressive or discriminatory statements, whether in the form of words, images, emoticons or emojis.
- Respect privacy by not posting or mentioning confidential information, such as personal information.
- No solicitation whatsoever is permitted, nor are repeated comments.
- Do not promote or discredit a political party, its representatives, a pressure group, or the authorities of the City of Pointe-Claire.
- Messages must comply with the law and must not suggest or encourage illegal activities.
- The information posted must be accurate, truthful and compliant.
- Discussions must take place in the two official languages, either in French or in English.

Questions for elected officials

If you have any questions for municipal elected officials, please consult the City Council page on our website or attend one of the public City Council meetings.

Media

Media requests must be sent to **communications@pointe-claire.ca**.

Social media management

Social media is managed during office hours. Comments and questions sent after opening hours or on weekends or holidays will be handled as soon as possible on the following business days.

For municipal emergencies, call the Inspection – Public Security Department at **514-630-1234**.

For any other emergency, call **9-1-1**.

The City of Pointe-Claire reserves the right to modify this netiquette without prior notice.

For any questions, contact the Communications Department at **communications@pointe-claire.ca**.