

THE CORPORATION OF THE MUNICIPALITY OF TEMAGAMI

BY-LAW NO. 14-1202

Being a by-law to adopt a Social Media Policy for the Municipality of Temagami.

WHEREAS under Section 8. (1) of the Municipal Act, 2001, S.O., 2001, c.25, as amended, (the Municipal Act) the powers of a municipality under this or any other Act shall be interpreted broadly so as to confer broad authority on the municipality to enable the municipality to govern its affairs as it considers appropriate and to enhance the municipality's ability to respond to municipal issues;

AND WHEREAS the Council of the Corporation of the Municipality of Temagami adopted the recommendations of the General Government and Finance Advisory Committee contained in Memo 2014-M-038 on the 17th day of July 2014, to consider a by-law to adopt a Social Media Policy;

NOW THEREFORE the Council of the Corporation of the Municipality of Temagami hereby enacts as follows:

1. That the Municipality hereby adopts the Social Media Policy attached hereto as Schedule "A" and forming part of this bylaw.
2. That the Clerk of the Municipality of Temagami is hereby authorized to make minor modifications or corrections of a grammatical or typographical nature to this by-law and schedule, after the passage of this by-law, where such modifications or corrections do not alter the intent of the by-law.
3. This bylaw shall come into force and take effect upon final passing thereof.

TAKEN AS READ A FIRST time on this 17th day of July 2014.

READ A SECOND AND THIRD time and finally passed this 17th day of July 2014.

Mayor

Clerk

The Corporation of the Municipality of Temagami

Social Media Policy

SCOPE

This applies to all social media communication by all employees.

POLICY

The purpose of the *Social Media Policy* is to offer our employees guidelines as to how to use social media in a safe, professional, and effective manner, all the while protecting our organization from the dangers of social networks.

PROCEDURE

The Use of Social Media at Work

At all times the primary use of the Internet on municipal computers and/or personal computers connected to the municipal network should be for business-related purposes. The Corporation of the Municipality of Temagami property, including computers, phones, electronic mail and voice mail, should only be used for conducting company business. Incidental and occasional personal use of company computers, phones, or electronic mail and voice mail systems is permitted, but information and messages stored in these systems will be treated not differently from other business-related information and message. Employees are responsible for using the internet in a manner that is ethical and lawful. Use of the internet must solely be for business purposes and must not interfere with employee productivity. The Corporation of the Municipality does not condone the illegal duplication of software. The copyright law is clear. The copyright holder is given certain exclusive rights, including the right to make and distribute copies. Downloading of other software must be authorized by the CAO in consultation with the IT Department. Personal use, adhering to the guidelines outlined in this policy, is accepted during personal time (e.g. lunch breaks).

At work, the use of Social Media websites should be limited to posting, sending or receiving and replying to messages or information that are business related only.

Employees should be aware that they should have no expectation of privacy where it relates to the use of Internet on computers owned by The Corporation of The Municipality of Temagami. All communication and information downloads remain the property of The Corporation of the Municipality of Temagami.

The Corporation of the Municipality of Temagami reserves the right to monitor usage at any time and without notice where there is a suspicion of inappropriate use.

The Use of Social Media that Affects the Municipality

As an employee of The Corporation of the Municipality of Temagami, it is important for employees to understand what is expected when employees choose to engage in Social Media activity. Social Media includes any online postings or activity on blogs, Facebook, MySpace, Twitter or LinkedIn, and any other Social Media website.

We ask our employees to be conscientious with regards to what they choose to share about themselves or our organization through social networks. Content shared via social networks should be consistent with The Corporation of the Municipality of Temagami policies, even if the information shared is thought to be private.

Rules and Guidelines for Engaging in Online Activity

We ask our employees:

- Not to use our company logo, or trademarks online, unless requested to do so;
- Not to speak on behalf of The Corporation of the Municipality of Temagami, unless employees have been given permission to do so by Management;
- Not to spam;
- Not to make any discriminatory comments and/or expletives of any kind;
- Not to make disrespectful, defamatory or knowingly dishonest comments;
- Not to share information about The Corporation of the Municipality of Temagami customers and clients or colleagues online;
- Not to create a Social Media account for The Corporation of the Municipality of Temagami, unless employees have been requested to do so by Management;
- Not to plagiarize any other person's language, thoughts, ideas, or expressions.

We encourage our employees to:

- ✓ Make sure to have Management's permission before mentioning The Corporation of the Municipality of Temagami, our products, our clients, or our customers online;
- ✓ Never communicate any personal or confidential information about The Corporation of the Municipality of Temagami, colleagues, customers or clients;
- ✓ Respect all copyright, and disclosure laws that are applicable;
- ✓ Always credit any sources employees have used with the appropriate citations or links;
- ✓ Please remain polite and respectful at all times;
- ✓ Be responsible and only share information you would not mind customers or colleagues seeing;
- ✓ Make sure to fully understand the terms of engagement of each Social Media network before participating in online activity;
- ✓ Be truthful and as accurate as possible when sharing information;
- ✓ Make sure to clearly state that your views are your own using a disclosure statement, unless you are authorized otherwise.

We understand and respect our employees' rights to engage in online activity. However, we expect our employees to be respectful while doing so. We encourage our employees to contact their Manager or HR with any questions they may have regarding the use of Social Media.

It is important to remember that activities affecting The Corporation of the Municipality of Temagami business interests are covered by company policies and guidelines, except where otherwise governed by law. Not complying with regulations surrounding Social Media can result in discipline up to and including dismissal.