



CITY OF CORNER BROOK

Policy & Procedure

Index	Human Resources		Section	Employee Conduct		
Title	Social Media Use		Policy Number	10-05-14	Authority	Council
Approval Date	2 Apr 12	Effective Date		Revision Date		

Purpose:

Effective communication is critical to the City of Corner Brook in reaching out to residents. Traditionally, the news and print media were the primary communication resources used to connect with residents. Today, with the advent of electronic and social media sites, more options are available to communicate with our citizens. Benefits of using electronic and social media as a corporate communication tool can include, but are not limited to, improved efficiency in maintaining relationships with citizens, government and community partners, including the receipt of public feedback and input. It also allows the City of Corner Brook to broaden its scope beyond traditional media sources and gives it the capacity to correct any inconsistencies by the press in a quicker manner.

The City of Corner Brook strives to maintain a positive image in the community, and has adopted this policy to ensure that the Mayor, Deputy Mayor, Councillors, and our staff members are aware of their responsibility to maintain a positive image as City representatives.

Policy Statement:

The Mayor, Deputy Mayor, Councillors and any City staff members who maintain or use social media pages (e.g. Facebook, LinkedIn, Blogs, Twitter, My Space, etc.) are expected to comply with the guidelines set out within this policy.

City representatives are remind that they continue to act as representatives of this organization outside of regular business hours, and should conduct themselves in a manner that is appropriate.

DETAILED ACTION REQUIRED:

This policy applies to the Mayor, Deputy Mayor, Councillors and **ALL** employees of the City of Corner Brook, including any individual and/or company under contract to the City.

Any of these individuals, who maintain or use social media pages or accounts, are required to comply with the following guidelines as they relate to their association with the City.

1. Use of social media shall not conflict with any of The City of Corner Brook's existing policies. This includes, but is not limited to, the Employee Conduct Policy, Code of Ethics, etc.
2. Individuals who use these sites are prohibited from disseminating any private organizational information therein, or any negative comments regarding the organization.
3. Posts involving the following will not be tolerated and will subject the individual to appropriate discipline:
 - Proprietary and confidential company information – including any information that may pertain to the Employer – Employee relationship;
 - Discriminatory statements or sexual innuendos regarding co-workers, the Mayor, Deputy Mayor, Councillors, management, City residents, or vendors; and
 - Inappropriate or derogatory statements regarding the City, its employees, the Mayor, Deputy Mayor, Councillors, residents, competitors, or vendors.
4. Where the Mayor, Deputy Mayor, Councillors, or an employee posts any comment or alludes to any information relating to the City of Corner Brook operation or structure, they will be required to include a disclaimer stating that any opinions expressed are the individual's own and do not represent the City's positions, strategies, or opinions.
5. City of Corner Brook representatives are expected to conduct themselves professionally both on and off duty. Where the Mayor, Deputy Mayor, Councillors, or a staff member publicly identifies him/herself as having a legal and/or employment relationship with the City, all materials associated with their page may reflect on the City. Please be advised that inappropriate comments, photographs, links, etc. related to the City will not be tolerated.
6. The Mayor, Deputy Mayor, Councillors, and City staff are prohibited from using The City of Corner Brook protected materials (copyright material, branding and/or logo(s)) without prior express written permission.
7. The Deputy Mayor, Councillors, and City staff are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated City representative.
8. The City of Corner Brook strictly prohibits the use of City owned computer resources for social media unless directed by your supervisor and the use in the illegal download or upload of copyright materials without express written permission, and authorization from the copyright holder. Using social media during work hours is also prohibited unless otherwise directed by appropriate management.

This policy is not intended to interfere with the private lives of staff members, or impinge their right to freedom of speech. This policy is designed to ensure that The City of Corner Brook's image and branding are maintained, and remain uncompromised.

Non-compliance may result in discipline, as per the City's Employee Conduct policy.

Responsibilities:

Mayor, Deputy Mayor, and Council (or its designated committee) will:

- Review, amend, and adopt changes to this policy.

The Chief Administrative Officer will:

- Bring recommended changes of this policy forward to Council for consideration and approval;
- Participate in disciplinary proceedings as indicated in relevant City of Corner Brook policies and procedures;
- Read and follow the policy.

The Directors will:

- Recommend to the Chief Administrative Officer changes to this policy;
- Ensure awareness of and compliance with the policy and procedure;
- Provide training to all employees to ensure that they understand the policy and procedure;
- Participate in disciplinary proceedings as indicated in relevant City of Corner Brook policies and procedures;
- Read and follow the policy.

The Managers and Supervisors will:

- Recommend to the Director changes to this policy;
- Ensure awareness of and compliance with the policy and procedure;
- Provide training to all employees to ensure that they understand the policy and procedure;
- Participate in disciplinary proceedings as indicated in relevant City of Corner Brook policies and procedures;
- Read and follow the policy.

Employees will:

- Read and follow the policy;
- Participate in disciplinary proceedings as indicated in relevant City of Corner Brook policies and procedures.

Reference: 2 April 2012, Minute 12-95.

IN WITNESS WHEREOF this policy is sealed with the Common Seal of the City of Corner Brook.


Mayor


City Clerk