



**OFFICE OF THE CHIEF  
ADMINISTRATIVE OFFICER  
PROCEDURES**



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|---------------------------|---|------------------------|-------------------|
| <b>DIVISION:</b>          | CAO/Warden                              |                        |                   |
| <b>PROCEDURE SECTION:</b> | Media and Public Relations              | <b>EFFECTIVE DATE:</b> | November 27, 2012 |
| <b>SUBJECT:</b>           | External Procedure for Social Media Use |                        |                   |
| <b>PROCEDURE NUMBER:</b>  | Comm 1.0-2                              | <b>SUPERCEDES:</b>     | NEW               |

## 1. OBJECTIVE

The External Procedure for Social Media use provides specific standards and protocols for acceptable content and use of County of Simcoe Corporate social media sites by members of the public.

## 2. SEGREGATION OF DUTIES

This procedure applies to all individuals who choose to take part in County of Simcoe Social Media sites in a variety of methods, including but not limited to, posting content, comments, photos, and video.

It is the responsibility of the County of Simcoe Corporate Communications Department and Site Moderators to enforce this procedure.

## 3. PROCEDURE

### 3.1. COUNTY SOCIAL MEDIA POLICY

All County social media sites will include a statement that clearly specifies what content is unacceptable and subject to removal without notification. A link to the County's Social Media Policy will be made available where possible on all County social media sites.

### 3.2. UNACCEPTABLE CONTENT

Content or comments that will be deemed unacceptable and removed by County of Simcoe Site Moderators or Corporate Communications include, but are not limited to:

- Profane language or content;
- Commercial endorsement or solicitation, which includes showing preference of one product or service over another, request for products, services or assets for personal gain or use;
- Personal attacks on individuals, groups, or ideas;
- Content that violates another person/party's copyright, trademark and/or intellectual property rights;

- 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;
- Confidential information pertaining to the County of Simcoe or personal information about members of the public, County staff, and elected officials;
- Conduct or encouragement of illegal activity, including the promotion of tobacco, alcohol and other addictive substances;
- Derogatory attacks on County Council, its members, and other levels of government. Derogatory comments or opinions about County employees and its services.
- Political campaigning by politicians, individuals running for election, or individuals/groups supporting or opposing a specific political candidate, on County of Simcoe social media sites for the purpose of political gain.

Repeat offenders will be advised they are in violation of the External Procedure for Social Media Use and may be blocked from County of Simcoe social media sites.

### **3.3. ACCURACY AND CONTENT MANAGEMENT**

The Corporate Communications Department will work collaboratively with all Site Moderators to ensure that information posted on all social media sites about the County of Simcoe is accurate, easy to understand, and adheres to all requirements laid out in the County's Social Media Policy and Social Media Strategy. User comments will be allowed on all County social media sites, but will be monitored closely for accuracy and appropriateness. The Corporate Communications Department has the authority to edit or remove content from any County social media site that is deemed inappropriate, offensive, inaccurate, or in violation of the County's Social Media Policy and procedures.

### **3.4. RECORDS MANAGEMENT AND RETENTION**

Any content removed from County of Simcoe social media sites will be retained and destroyed in accordance with the County's Record Management Program and its associated policies and procedures – this includes posts that contain personal information.