

POLICY

CATEGORY/SECTION

BOARD - GENERAL

SUBJECT

SOCIAL MEDIA**AUTHORITY**

Governance & Procedural By-law 03-2021

INTENT OF POLICY

To provide clear and consistent guidelines with regard to the use of social media by The District of Thunder Bay Social Services Administration Board (TBDSSAB) employees and members of the Board of Directors.

SCOPE

This policy applies to all employees of TBDSSAB as well as members of its Board of Directors. It addresses communication related to TBDSSAB through social media.

The use of social media by TBDSSAB is intended to:

- Provide an opportunity for the public to learn about the role of TBDSSAB in their community and the District of Thunder Bay
- Augment existing corporate communication methods and processes
- Provide an additional mechanism through which the TBDSSAB keeps abreast of customer comments and perceptions regarding the organization
- Disseminate time-sensitive information quickly
- Provide communication through the use of social media's cost-effective tools
- Correct misinformation, remedy mistakes, or alter services to build stronger relationships
- Develop trust and humanize TBDSSAB

DEFINITIONS**Social Media**

Media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue – *Wikipedia definition*

The use of social media is usually used to describe social networking sites such as:

- Facebook – an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users
- Twitter – an internet service that allows users to post "tweets" for their followers to see updates in real-time

IMPLEMENTATION / BOARD APPROVAL DATE:

October 26, 2017

REVISION DATE(S): 2022Mar3 – Hskpg – By-law

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- LinkedIn – a networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers.
- Pinterest – an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.
- Snapchat – an app for mobile devices that allows users to send and share photos of themselves doing their daily activities.

POLICY

Site Selection/Establishing New Accounts

The Communications and Engagement Officer will serve as a centralized resource for the oversight and use of social media tools and sites by TBDSSAB, as well as for the creation and maintenance of content on those sites.

The authority to post to official TBDSSAB social media sites will only be granted to employees specifically authorized to do so by the CAO.

TBDSSAB will maintain a series of corporate accounts on various social media tools. Final approval for the corporate use of new social media tools and/or new accounts on social media sites already in use by TBDSSAB will be the responsibility of the Communications and Engagement Officer, under direction of the CAO.

Criteria for adopting new social media tools – or establishing new accounts within social media sites already in use by TBDSSAB – will include, but not be limited to research that:

- Demonstrates the need for the specific tool/why it is required
- Demonstrates the added benefits of using the tool
- Demonstrates a content approval process to ensure that posted content is consistent with corporate messaging and standards.
- Demonstrates that the use of the new tool will not interfere with the credibility of TBDSSAB’s other established social media sites/networks.
- Identifies appropriate staff resources that would be required to establish and maintain the new account

Site Administration

The use of all social networking sites TBDSSAB will adhere to:

- Applicable provincial and federal laws, regulations and policies
- All Administrative, Human Resources and Records Management policies and other applicable TBDSSAB policies and guidelines.

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- All new and existing social media tools being used by TBDSSAB will be established and administered by the Communications and Engagement Officer or an appointed social media content moderator from the CAO Division.

STANDARDS OF APPLICATION

Subject to applicable collective agreements and employment agreements, TBDSSAB may consider disciplinary measures or legal action if an identifiable employee makes defamatory or otherwise inappropriate statements in public about their co-workers and/or employer. This includes comments made on websites, blogs and social media networks using personal computers, Smartphones or devices, from an online account or profile associated with a personal email address

RELATED POLICIES

CAO-01:111 Corporate Communication Policy
 HR-01:15 Code of Conduct (Staff)
 BRD-01:103 Code of Conduct (Board)

RELATED PROCEDURES

CAO-01:111-01 Corporate Communication Procedure (under development)
 BRD-01:110-01 Social Media Procedure

FORMS

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